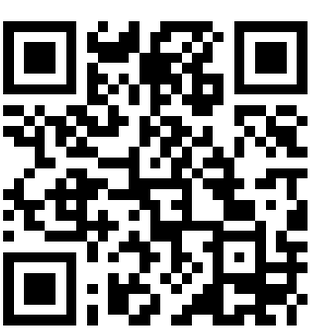
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The Largest Selling and Most Famous Games in the World.



PIT

TOY FAIR, NEW YORK, 1922



NEW YORK OFFICE AND SALESROOMS, FLATIRON BUILDING



ROOK



WONDERFUL GAME OF OZ



POLLYANNA

Whirlpool, Pollyanna, Polly-Pickles, Wonderful Game of OZ, Rook, Pit, Flinch, Ping-Pong, Sunny Monday, Spelling Bee, Cows in the Corn, Rummy, Halma, East is East, New Nested Blocks, Brer Rabbit, Peg Base Ball, etc., etc.

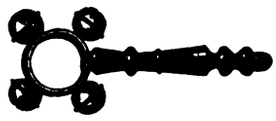
PARKER BROTHERS, Inc.

FLATIRON BUILDING, NEW YORK

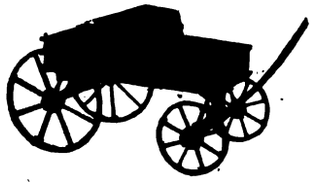
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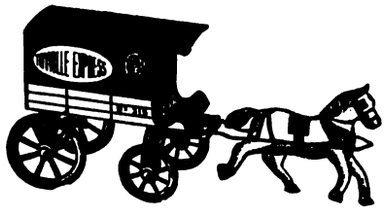
THE LARGEST PERMAN











The Fair is on!

And situated right in the heart of all the activities is the largest permanent American toy showroom, displaying playthings of every description which have built up an enviable reputation for themselves—toys that have that unexplainable something about them that appeals to every child—and to every dealer alike.

We invite all our friends to visit us and inspect the samples of our 1922 lines.

Welcome!

—Some of Those

Banks	Chimes	Hammers
Bells (Bicycle)	Croquet (Lawn)	Hatchets
Bells, Tea	Doll Cabs	Horns (paper)
Bell Toys	Drums	Horses (Rocking)
Blackboards	Fire Engines	Horses (Swing)
Boats (Sail)	Furniture (Juvenile)	Iron Toys
Boats (Mechl.)	Furniture Toy	Jackstones
Carts	Garden Tools	Jump Ropes

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Direct Factory
11-15 Union Square

"The Home of

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Kingsbury Mfg. Co.
Kenton Hdwe. Co.
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Whitney Bros. Co.
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Mason & Parker Mfg. Co.
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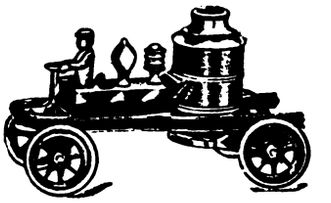
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ENT AMERICAN EXHIBIT

Two-fold Satisfaction

There is satisfaction in knowing that you carry, exclusively, a distinctive line of toys and that because of it you have reputably established yourself among your trade, but there is greater satisfaction in earning the bigger profits they bring. The two combined make for success. Selling a product with prestige means adding prestige to your name—which really means dollars and cents.

Our products are on display on our premises.





Welcome!

on Exhibition—



Mechanical Toys	Stoves	Trunks
Mirroscopes	Stuffed Animals	Wagons
Pianos	Tambourines	Wheelbarrows
Pistols (Cap)	Teddy Bears	Wheel Toys
Pistols (Blank)	Tinsel	Wood Toys
Pin Wheels	Tin Toys	Twistums
Reins & Rattles	Tool Chests	Tabl-Golf
Sad Irons	Tops	Magic Lanterns
Sand Pails		

SEABREY CO.



Representatives
West, New York City

American Toys"

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N. N. Hill Brass Co.	Nonpareil Toy & Nov. Co.
Grey Iron Casting Co.	Roy Brothers
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J. & E. Stevens Co.	S. A. Smith Mfg. Co.
Lindstrom Tool & Toy Co.	Standard Tank and Seat Co.

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Kingsbury Toys

Equipped for 1922 with a new improved motor and new disc wheels with "over-size" non-skid rubber tires, our line of Automobile Toys is the finest ever shown in America.

Kingsbury Manufacturing Co.

KEENE, N. H.

New York Office and Salesroom: 11-15 Union Square West, New York

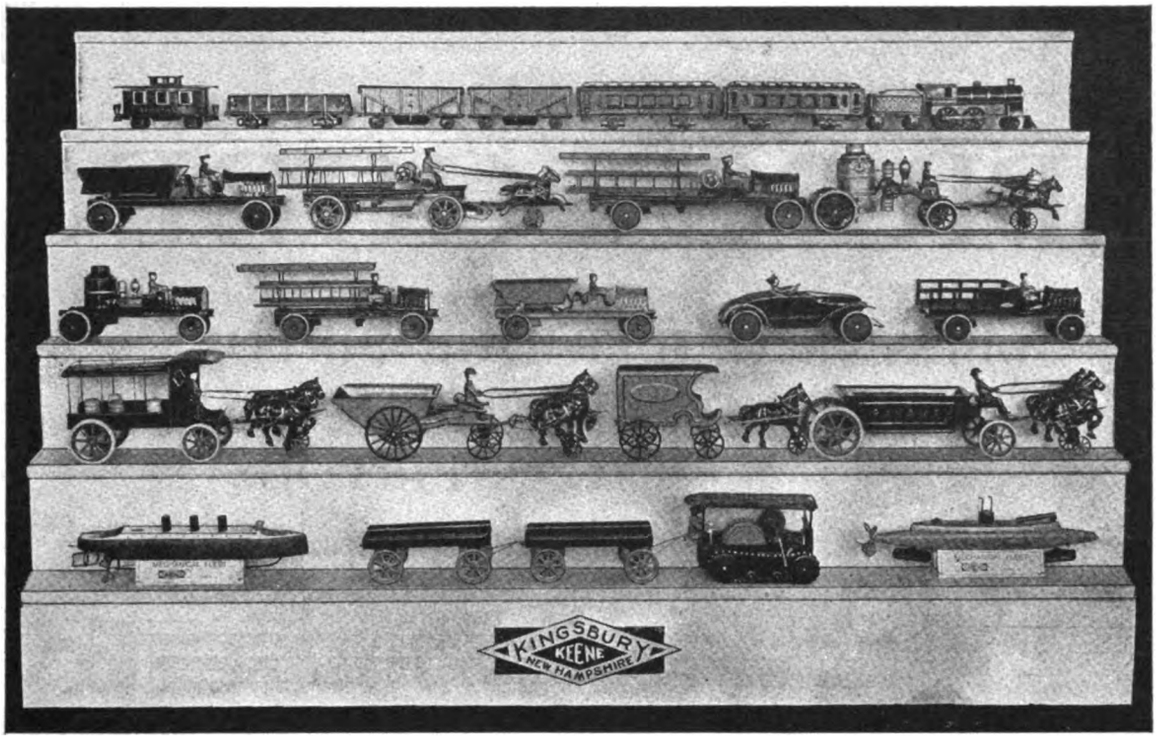
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KINGSBURY KEENE NEW HAMPSHIRE

WHEN ANSWERING ADVERTISEMENTS, PLEASE MENTION TOYS AND NOVELTIES.

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Kingsbury Toys



Our Line for 1922 includes:

Floor Trains	Tractor Trains
Fire Engines	Ladder Trucks
Drays	Trucks
Taxiplanes	Derrick Hoists
Mechanical Autos	Mechanical Fleet

Kingsbury Manufacturing Co.

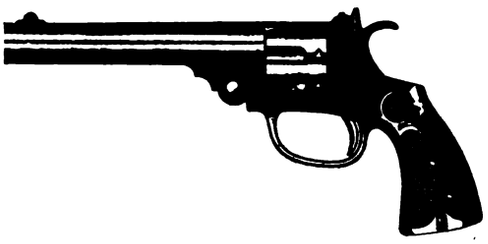
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AMERICAN TOYS

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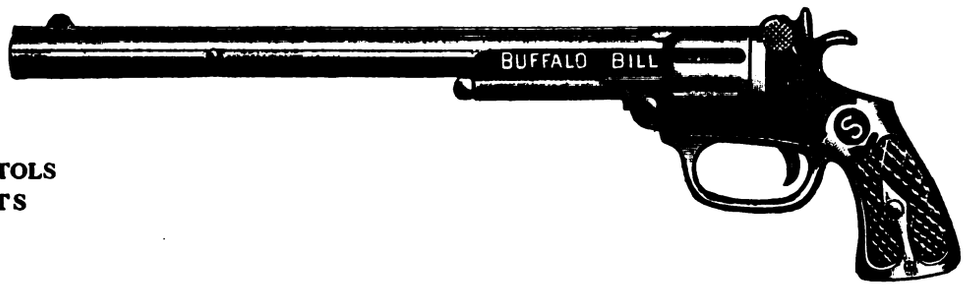


1922



SPRING GOODS

BLANK CARTRIDGE PISTOLS
SCOUT OUTFITS
CAP PISTOLS



BLANK CARTRIDGE PISTOLS
HOLSTERS AND BELTS
SCOUT OUTFITS
FIRE DEPARTMENTS
AUTOMOBILE TOYS
CAP PISTOLS
WHEEL TOYS
GAS STOVES
SAD IRONS
RANGES
TRAINS
BANKS
SAFES

"KENTONTOYS"

THE KENTON HARDWARE CO.

KENTON, OHIO

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365 West 23rd Street, New York City

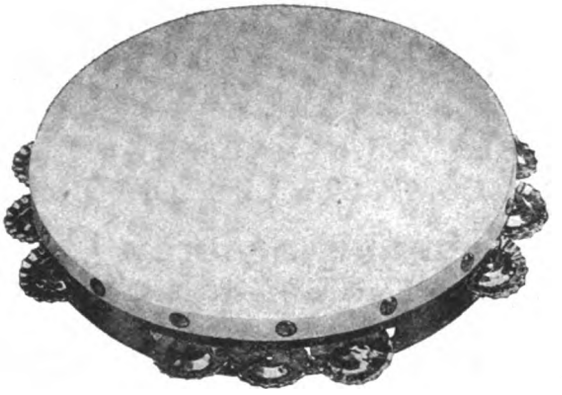
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GRANVILLE, MASS.

NOW READY

A Complete line of Tambourines to retail at twenty-five cents and up





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New patterns of Toy Drums and New lines of Boys' Military Drums

MEMBER OF TOY MFR'S. U.S.A. AMERICAN TOYS

NEW YORK SALESROOM

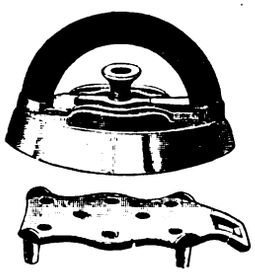
RIEMANN SEABREY CO., 11-15 Union Square West

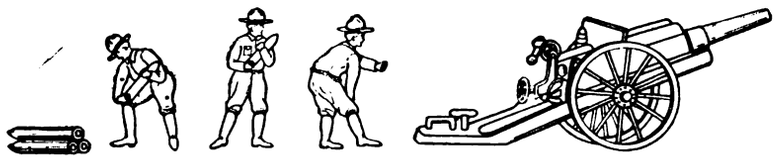
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REPRESENT FORTY YEARS OF SERVICE

GREYKLIP ARMIES







SET No. 6 - BATTERY F.

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Riemann Seabrey Co.

11-15 Union Square West, New York City





BANKS TRAINS

STOVES and RANGES

TOY HAMMERS

TOY HATCHETS SCOUT AXES

CHRISTMAS TREE HOLDERS

ICE WAGONS TOY TOOLS

TOY SAD IRONS

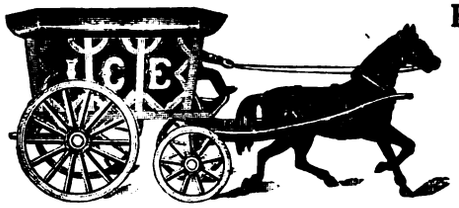
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American Art Toy Furniture

FOR THE DOLL HOUSE





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HORSMAN CHUBBY DOLL



with the Lloyd Patented

Ma-Ma Voice

The Big Sensation of 1921

1922 Line Now Ready



We have created the most remarkable line of chubby Dolls for 1922, over 100 new numbers, in a full range of sizes, both painted hair and with wigs and moving eyes.

CHUBBY DOLLS WILL SELL EVERY DAY IN THE YEAR

SEND FOR SAMPLES
From Which to Select Your Order

E. I. HORSMAN & AETNA DOLL CO.

15 UNION SQUARE WEST, NEW YORK CITY

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B. ILLFELDER & CO.

29 Union Square, New York

announce that their complete lines of specialties in holiday assortments of

Imported Dolls, Toys, Etc.

will be on display on or about February 15th next. Stock of spring and summer specialties, school supplies and staples, now ready.

General Distributors of Quality Toys of American Manufacture



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Write us for samples and quotation on "JAZZBO JIM" the leading seller of all mechanical toys

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Schoenhut Toys

Made in the U. S. A. since 1872



This is the Fiftieth year for SCHOENHUT'S Toy Pianos. For a genuine "Schoenhut" Toy Piano, **look for the name "SCHOENHUT"** on the front of each Toy Piano.

Toys with Exceptional Educational Possibilities

American Toys of Quality

Schoenhut's Variety of over 600 different Toys, for sale by all leading Wholesalers and Jobbers in the U. S. A. and Canada.

OUR LINE

Toy Pianos Toy Piano Stools
Metallophones Xylophones
Trinity Chimes
Toy Guns and Swords
Soldier Equipments
Shooting Galleries
Naval War Toys
Big Game Hunter
Target Toys
Rolly-Dolly Toys
Modlwood Construction Toys
Painted Wooden Trains, etc.
Fine Doll Houses and Bungalows, etc.
Toy Wooden Boats
Alphies (A-B-C Blocks)
Schoenhut's
All-Wood Dolls
Schoenhut's All-Wood
WALKABLE Dolls
Walking Wallapus
Clubby Clowns
ARITHM-A-LETTA
Indoor Golf



The Humpty Dumpty Circus Toys, etc., etc., with Tents, Animals, Actors and Accessories.

NOTICE!

"Schoenhut" Dolls, Rolly-Dolly Toys, and Alphie Blocks will sell good for Easter Novelties. Place your order **at once.**

THE A. SCHOENHUT COMPANY

SOLE MANUFACTURERS **Established 1872** **PHILADELPHIA, PENNA., U. S. A.**

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Schoenhut Toys

SCHOENHUT'S ALL-WOOD DOLL *WITH* "Moving Eyes"



16/316B



16/316C

The Schoenhut ALL-WOOD Doll—an American-made doll that has proved to be far superior in every way to any doll ever imported from foreign Dolldom. It is almost unbreakable, being made entirely from wood, and fully jointed with patented steel spring hinges having double spring tension and swivel connections.

THE WALKABLE DOLL



Schoenhut's All-Wood WALKABLE DOLL that can be led by the hand, and will walk like a real little tot.

"ALPHIES"

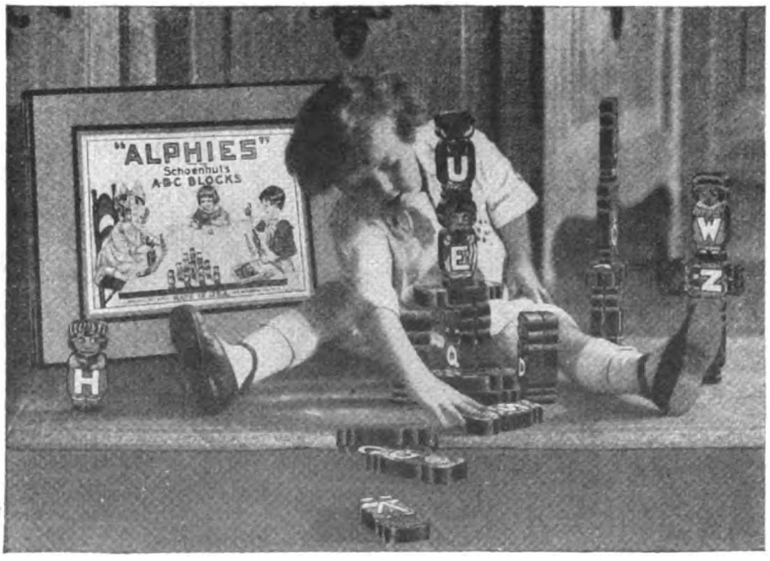
A SUCCESSFUL NOVELTY IN

A-B-C BLOCKS

This new Toy proved a BIG SUCCESS last year.

Sales will double or triple this year. **Order Early.**

Will prove a good Easter Novelty, if properly displayed.

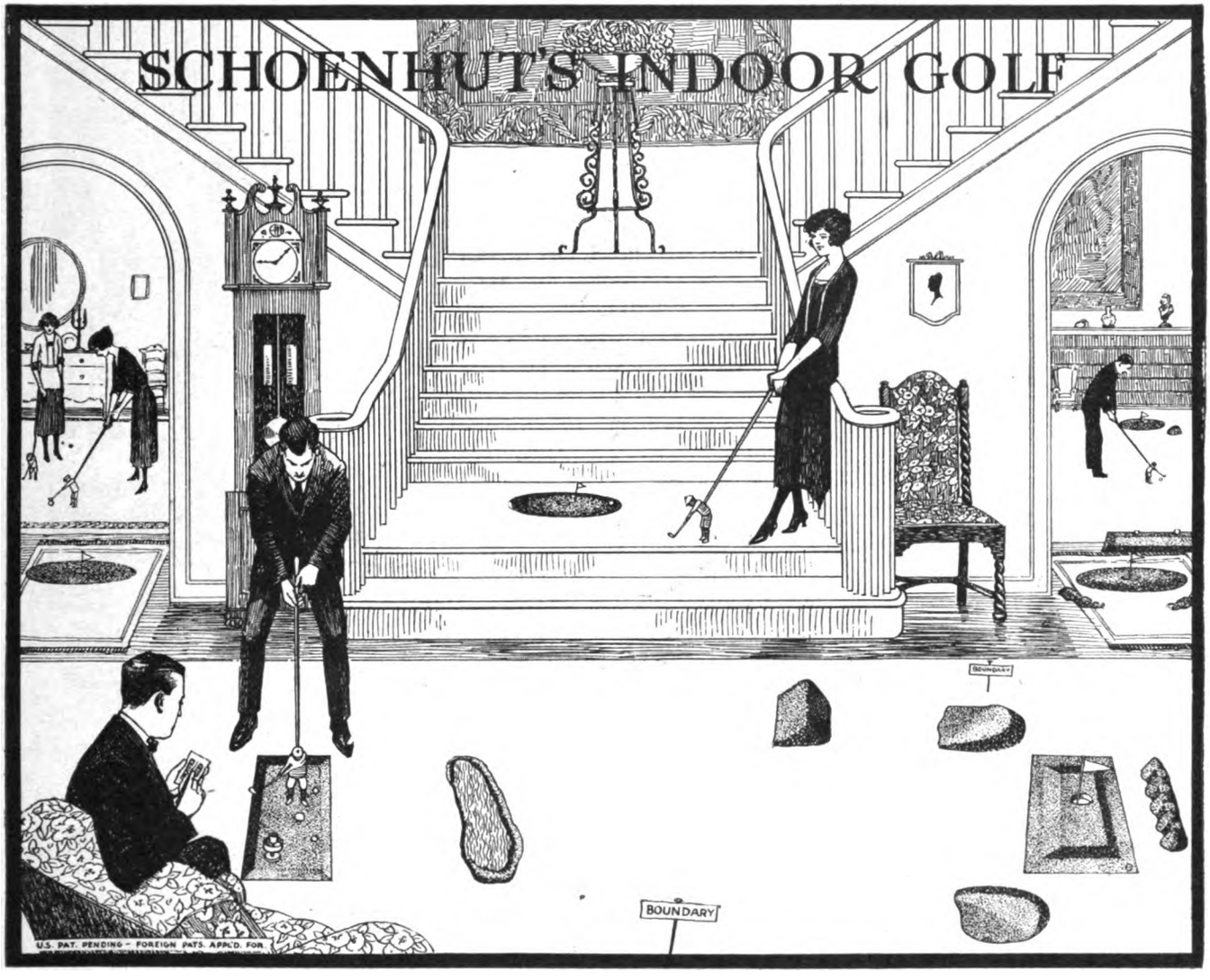


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THE GREATEST INDOOR GAME OF THE 20th CENTURY



An Ideal Game for the Home or Club

Send for Illustrated Circular and Prices at Once

Its Recent Preliminary Introduction in New York City and Philadelphia has been a Phenomenal Success

The demand for this Game is bound to spread fast throughout the entire country

A sample order will convince you of its wonderful merits

NOTICE! We are exerting all our energy and efforts to produce this game in large quantities but the immediate demands may temporarily tax our production. In justice to all we will ship orders in the rotation they are received.—WE ADVISE YOU NOT TO DELAY YOUR ORDER.

SCHOENHUT'S INDOOR GOLF--"TOMMY GREEN" Is fully protected by patents already allowed and all infringements will be speedily prosecuted.

The A. Schoenhut Company
ESTABLISHED 1872

MANUFACTURERS

Sepviva and Adams Sts.
Philadelphia, Pa.

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To be unveiled at the Toy Fair



The Biggest Surprise in Many a Year

At the Toy Fair in New York—February sixth to March eleventh—the American Flyer Mfg. Co. will exhibit a great innovation and improvement in

Electrical Miniature Railroads

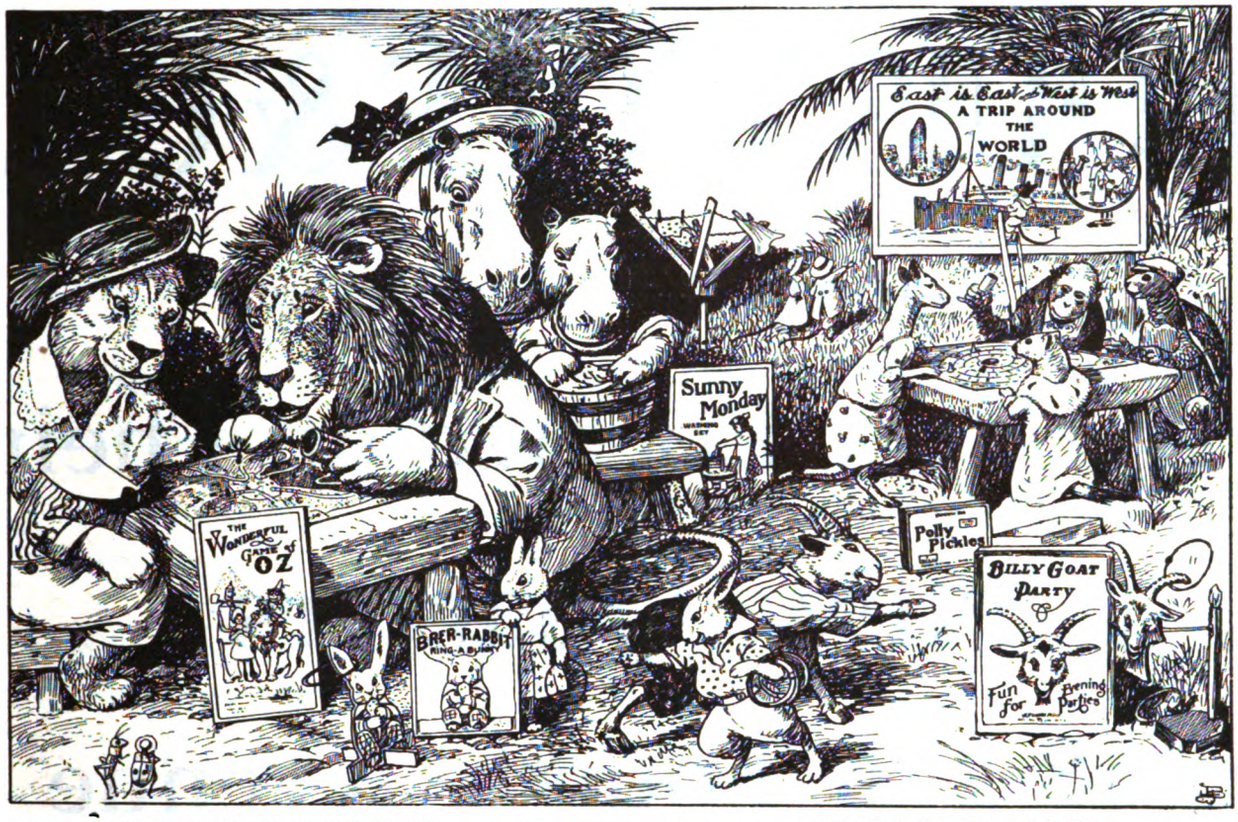
Don't fail to see this interesting new electrical development—jot down the location NOW

Rooms 602-603 HOTEL BRESLIN
Mack Brothers in Charge
Permanent Offices: 458 Fifth Avenue Building

"Made in America"
American Flyer
"The Train with the Guarantee" Registered U.S. Patent Office
MINIATURE RAILROADS
"The Toy for the Boy"

AMERICAN FLYER MFG. CO.
2219-39 South Halsted Street, CHICAGO

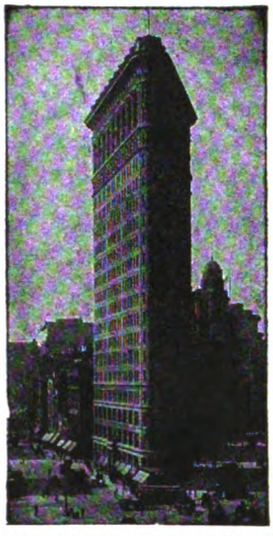
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These friendly beasts who roam the wood,
Know very well what games are good;

And when they have a holiday,
It is the PARKER GAMES they play!

The Largest Selling and Most Famous Games in the world



NEW YORK SALESROOMS,
FLATIRON BUILDING

Come to see us at the Flatiron Building during the Toy Fair

All the new Parker Games for 1922 are on display



PARKER BROTHERS GAME FACTORIES AT SALEM, MASSACHUSETTS

PARKER BROTHERS, Inc., FLATIRON BUILDING NEW YORK

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LOUIS WOLF & CO.

Importers and Manufacturers

Are Now Located at Their

New Quarters

268-276 Fourth Avenue

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TELEPHONE GRAMERCY 1607-08-09

where they will occupy two entire floors for the display of

American and Imported

DOLLS and TOYS

of Every Description

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ANNOUNCEMENT

Irvin-Smith Company Inc.

CHICAGO

Announce opening of their New York Offices and Show Rooms at 16 East 18th St., February 1st.

In addition to our General lines, we manufacture and import.

We have been appointed sole American agents and distributors for

Gutmann & Schiffnie of Nurnberg, Germany's

largest toy and fancy goods house.

We guarantee to quote same prices in U. S. that Gutmann & Schiffnie quote in Germany. This will save you money on purchases besides the expensive trip to Germany.

Prices quoted in German Marks or U. S. Dollars.

Jobbers and Syndicate buyers, as well as others cannot afford to miss seeing this line, which is the most complete in the world.

NOTICE

We are not showing at any hotels during the toy fair in New York—as our lines are too large and too complete.

We invite all buyers to call on us at 16 E. 18th St. between Broadway and Fifth Avenue two doors off Broadway—ground floor.

IRVIN-SMITH COMPANY INC.

16 E. 18th Street, NEW YORK **17 N. Wabash Avenue, CHICAGO**

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Best Known Game in the World

Cootie



Game

Fastest Selling 25-cent Toy the World Has Ever Known!

MILLIONS BEING SOLD

Don't Take a Substitute Why should you take chances of being sued. Cootie Games are fully protected by patents which protect you.

We Are Now Suing Dealers Handling infringements of Cootie Games. We have two separate distinct patents. One on game itself and a separate patent on metal frame.

Cootie Games—More Sales and Larger Profits.

IRVIN-SMITH COMPANY Inc.

Manufacturers—Importers—Exporters

16 East 18th Street—New York **17 North Wabash Ave.—Chicago, U. S. A.**

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Cootie Game Junior

10c **10c**

The Name Cootie Game Means Immediate Demand Giveyourcus-tomers what they ask for



Cootie Games are Demanded by all the Kiddies as well as the Older Folks

Size of game, 2½ x 4 inches

A WONDERFUL NEW 10c SELLER

Advance orders indicate our factories will have to run day and night in an endeavor to keep pace with the demand for COOTIE JAME JUNIOR. THE NAME "COOTIE GAME" has been nationally advertised for several years. Send in your orders for immediate and future shipment. THE COOTIE GAME JUNIOR is going BIG.

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"O-Joy!"—the Kids' Delight!

An entertaining, fascinating game for children. Even grownups often take a hand in it.

The game is absolutely harmless, either to the players or to the furnishings of the home. May be used indoors with absolute safety.

Game consists of a well-made pistol, projectile and attractively colored target, put up in a handsome lithograph box 8¼x11 inches in size.

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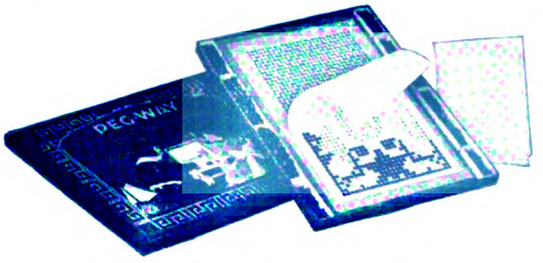
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PEG-WAY

REG. U. S. PAT. OFF.

A New Idea in "Design" and "Picture Builders"

MORE DETAILS+MORE COLORS+MORE BEAUTY=MORE PEP



PEGWAY GAME

THREE SIZES

No. 1 retails at . . .	$ .75 each
No. 2 retails at . . .	1.25 each
No. 3 retails at . . .	1.75 each

Every Child Wants a Pegway Set

More designs can be made on Pegway than any similar builder.

Metal Pegs—Fancy Colors—Absolutely New

Greatest and Latest Party Game

Game consists of well made Punch Board with one hundred punch holes. Each hole contains a stunt slip. A few of the stunts opposite



Prove that you're not Coo-Coo.

Do a Spanish dance.

Pretend you sat on a tack.

Kiss the person on your right.

Do a Hula-Hula dance.

Turn a somersault.

Place your Order early, these Games are going big.

IRVIN-SMITH COMPANY Inc.

Manufacturers—Importers—Exporters

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Chekko Game



CHEKKO GAME—

Just Out

THE ONLY THREE HANDED CHECKER GAME

Millions of families are waiting for this Three Handed Chekko Game. Can also be played by two people.

THREE SIZES OF CHEKKO GAMES

Large Chekko Game retails at . . . . . $1.00 each
Medium size Chekko Game retails at . . .50 each
Small size Chekko Game retails at . . . .25 each

Place Your Order Early

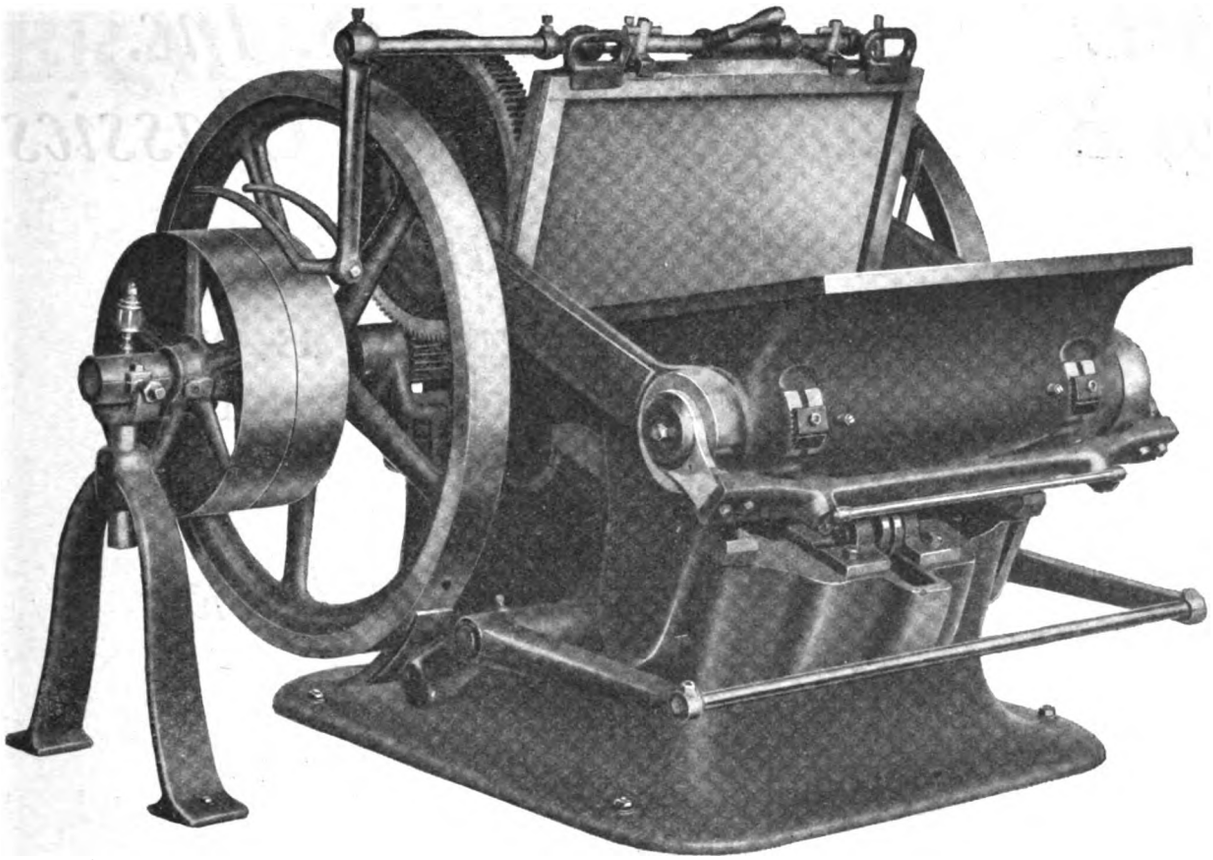
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Our "Colt's Armory" Cutting and Scoring Press, here depicted, apart from its world-wide use in the paper-box industry, has been considerably utilized for cutting-out figures, games, mounts, cartons and display cards. Usually, several figures can be cut, and also simultaneously scored or creased, at each impression. The "die" is generally composed of sharpened steel strips, locked in a frame, as in the case of printing.

The utmost rigidity of structure, accuracy and power of impression are essential to economically effect the best results. That these conditions uniquely inhere in this press is well attested by the fact that many of those primarily built (some 35 years ago) are still operating satisfactorily.

We can either state, off-hand, or readily prove by a test, if uncertain, whether a prospective job can be satisfactorily run or not.

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John Thomson Press & Manufacturing Company

253 Broadway, New York City **604 Fisher Building, Chicago**

FACTORY: Long Island City

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McLOUGHLIN BROS, Inc.
Toy Books and Children's Classics

The Complete Line—

for years recognized as providing the greatest values obtainable in

Lithographed Toy Books
Linen Books
Mother Goose Books

Easy-to-Read—Big Type Editions
Young Folks Library of Standard Classics

The McLoughlin Line of books has always been remarkable for its great variety of subjects and titles, the excellence of its literary style, its fine art work and colored plates, its high quality of printing and binding.

Its list of titles includes all the standard classics of the child world—Mother Goose rhymes, nursery tales, A B C books, Nature stories, all beautifully illustrated with artistic colored plates and black and white pictures from drawings by famous artists.

The McLoughlin Line covers every department of the boy book trade. It ranges in price from 5c A B C books to fine gift editions at $3.00—more than 500 titles. No other line approaches it in variety, quality and quick-selling attractiveness. Be sure and see this season's samples before placing your order.

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SPRINGFIELD, MASS.
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BRADLEY'S GAMES—1922

The Source of Supply for a Complete Game Department

The Bradley Line for 1922—improved and enlarged, combining two big lines in one—offers the greatest variety of excellent games shown by any manufacturers in the world. An experience of more than sixty years has taught the secret of producing the kind of games that children want—the quality of merchandise that parents buy. The new items this year include

TOYS, PAINTS and
WATER COLOR BOXES,
COMBINATION GAMES AND PUZZLES

remarkable for their artistic labels and high grade of contents. In all staple games, such as

JACK STRAWS
LOTTO
OLD MAID
TIDDLEY WINKS
AUTHORS
READING AND SPELLING GAMES
KINDERGARTEN GAMES
DISSECTED MAPS
CHESS AND CHECKER BOARDS
RING TOSS GAMES
TARGET GAMES
TEN PINS
PAPER DOLLS

the Bradley editions are recognized as the biggest values and best selling numbers manufactured.

The Bradley Line for 1922 invites your inspection and comparison with any similar merchandise. If quality, attractiveness, quick selling and good profit features can convince you—you will insist upon having Bradley's—The World's Best Games.

MILTON BRADLEY COMPANY, Springfield, Mass.

New York Office: 221 Fourth Ave., "On the Subway—One Block from Broadway"

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AMERICAN TOYS FOR
AMERICAN CHILDREN

BE SURE TO VISIT OUR EXHIBIT
WHEN IN THE MARKET

OVER 300 MANUFACTURERS' LINES ON DISPLAY

TOYS
AMERICAN B&B NOVELTIES
COMPANY
BAKER & BENNETT CO. NEW YORK

No Buyer Has Completed His
Investigation of the Market
Until These Manufacturers'
Lines Have Been Investigated

EXCLUSIVELY
AMERICAN MADE TOYS

OUR EXCLUSIVE LINES ARE NOT SHOWN
ANYWHERE ELSE IN NEW YORK

BAKER & BENNETT COMPANY
873 Broadway, Corner 18th Street New York

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Super Quality · Toledo Juvenile Vehicles · Super Quality

Watch Them Ride Away on "Toledo" Vehicles



Every youngster satisfied that he has the snappiest-looking plaything in the neighborhood—

Every parent sure that its staunch construction will "stand the gaff" and be safe and accident-proof as long as it is in use.





Have you our 1922 catalog of Children's Vehicles?

It tells all about "Toledo" Automobiles with adjustable pedals that allow the machine to grow with the child.

No dead-center gear, an exclusive "Toledo" feature.

Express Wagons
Velocipedes
Tricycles
Hand Cars
Kid Cars
Scooters
Novelties
Juvenile Bicycles

And to Further Help Our Dealers— We Will Nationally Advertise the "TOLEDO" Line.

We want every sale of "Toledo" Children's vehicles to be an easy sale—

Today there are no children's vehicles more generally and popularly known.

In future, sales will be doubly easy because of our extensive policy of sales cooperation and assistance.

It Takes "Some" Doll Vehicle

to win the unqualified admiration of this critical, fastidious young Miss.

One's aristocratic French Doll would instantly lose "caste" in a mediocre conveyance.

So her choice is a "Toledo", with its graceful lines, and careful workmanship — just like baby sister's large carriage.

Many years as leaders in Baby Carriage building has given us the right ideas in design and finish for these vehicles.

Write for catalog of our complete line.

NEW YORK SELLING REPRESENTATIVES—EZEKIEL BROS., 122 Fifth Ave.; SPEYER BROS., 41 Union Square
A full line of samples at both Display Rooms, will be ready for the consideration of visitors at the Toy Fair

The Toledo Metal Wheel Company

INCORPORATED IN 1887 — Toledo, Ohio. — INCORPORATED IN 1887

Originator of the Juvenile Automobile

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Tinsel Garlands
Tinsel Ornaments
Tinsel and Glass Ornaments



Valentines
Cut Outs—and Honeycomb

Hats
Paper, Cardboard and Crepe Paper

TOY MFRS. U.S.A. AMERICAN TOYS

TOY HOTEL Room

PAPER NOVE



Salesroom and Factory:
225-7 East 36th Street

Telephone {22 22

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Paper Bells
Paper Garlands
Paper Wreaths
Paper Balls

in Christmas, Hallowe'en and Patriotic Colors

Mechanical
Pullers
Paper Effects



Paper Lanterns
Colors for
All Occasions

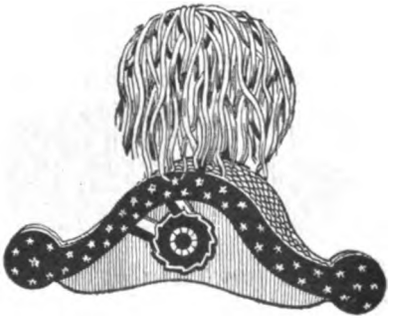
FAIR
BRESLIN
418

TOY MFRS. U.S.A.
AMERICAN TOYS

LTY MFG. CO.

17
18 Murray Hill

New York City

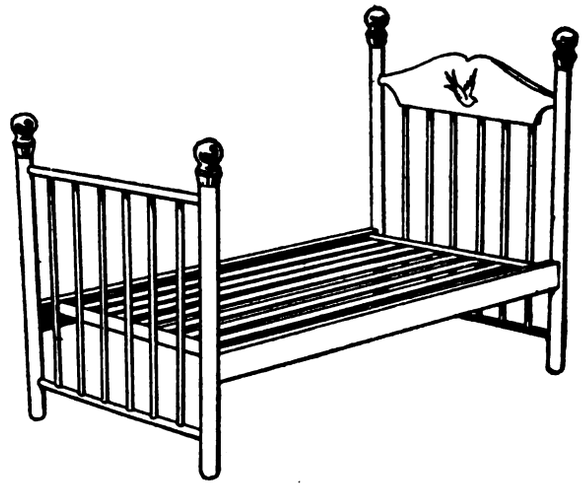


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The Blue Bird Line

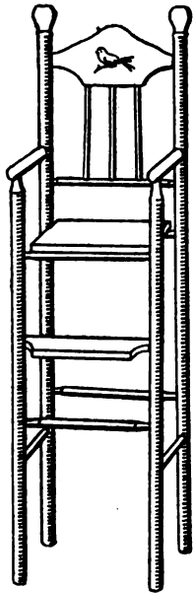
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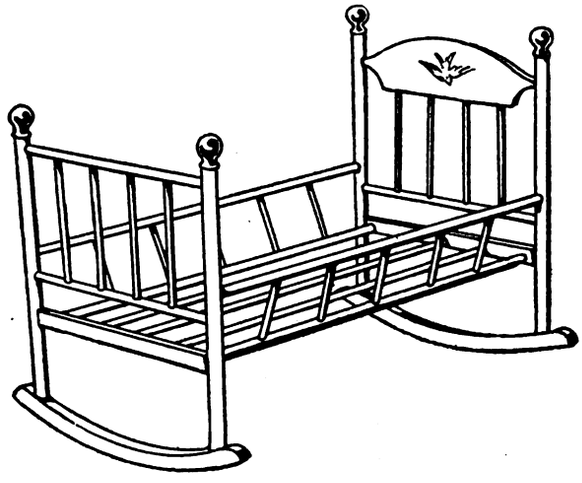
Children's & Doll's Furniture

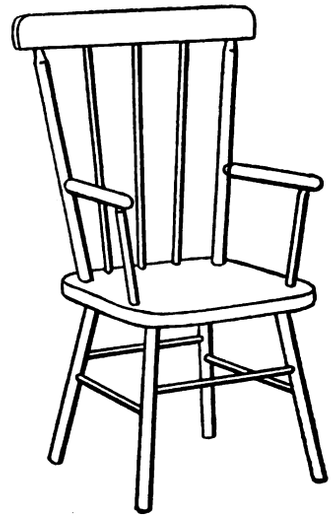


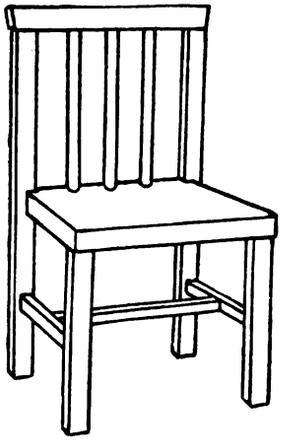
ROOMS 714-716—HOTEL BRESLIN

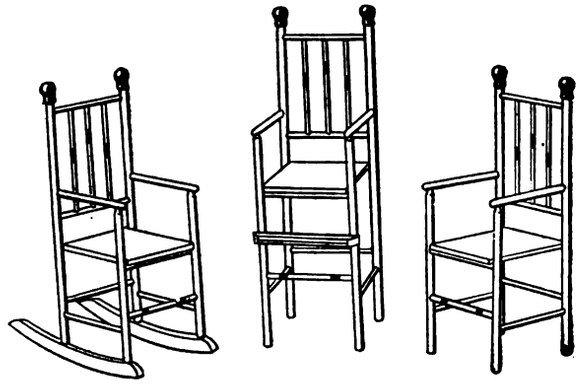
NEW YORK TOY FAIR











MEMBER OF TOY MFR'S OF U.S.A. MADE BY AMERICAN TOYS

THE N. D. CASS CO.

ATHOL, MASS.

Write for Catalog

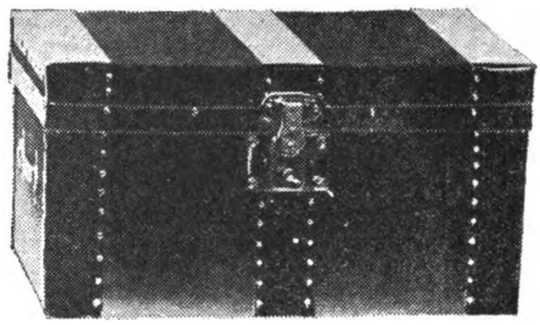
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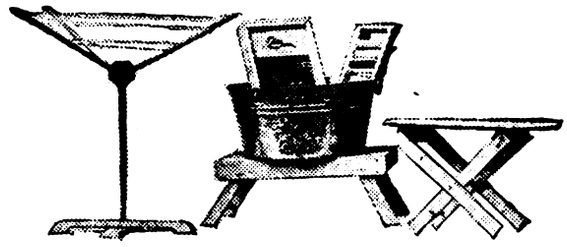
The N. D. Cass Co.

ATHOL, MASS.

Manufacturers of

CASS TOYS



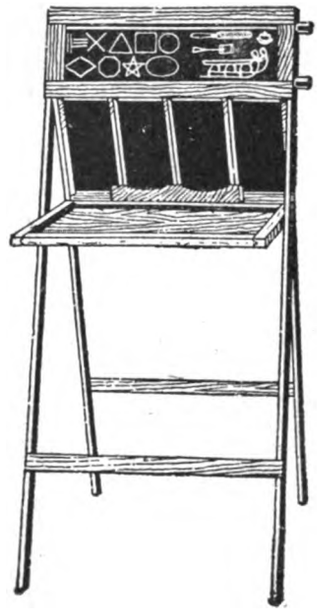


300 NUMBERS in Our 1922 Line

Creators of the Famous

FUNNY FACE FAMILY

"The Toy That Never Grows Tiresome"

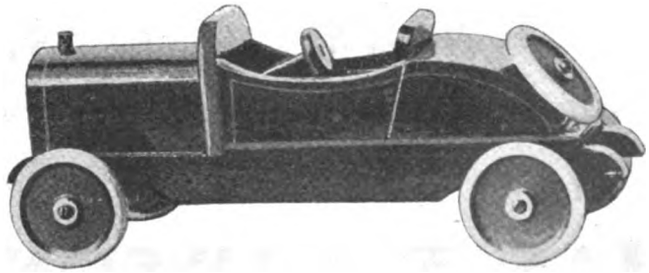




Rooms 714-716
Hotel Breslin

TOY FAIR
New York City

WRITE FOR CATALOG



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BOWMAN ASSOCIATED

General Offices: 224-226-228

ROOMS 101 - 103 - 105 - 107

THE GEO. H. BOWMAN CO. - - - - - - - - - **Cleveland, Ohio**
IMPORTERS ENGLISH, FRENCH, BAVARIAN, JAPANESE DINNERWARE AND FANCY GOODS

THE SUMMIT CHINA CO. - - - - - - - - - **Akron, Ohio**
DOMESTIC DINNERWARE AND TOY TEA SETS

THE GEO. H. BOWMAN CO. - - - - - - - - - **Salem, Ohio**
CUT AND DECORATED GLASSWARE

THE GEO. H. BOWMAN CO. : - - - - - - - - **Carrollton, Ohio**
"SWISSALU" ALUMINUM UTENSILS "LIKE-MOTHER'S" TOY TEA AND COOKING SETS



If you know a better coaster, get on it!

1179 pounds of virile humanity swaying back and forth; about half of the weight standing on the edges—No damage to the

BOWMAN ALL-STEEL COASTER

THE JOHNS MACHINE AND STAMPING WORKS CO. **Cleveland, Ohio**

SEE THESE MEN AT

CHAS. F. LAWSON **W. M.**

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TOY FACTORIES

Euclid Ave., Cleveland, Ohio

HOTEL IMPERIAL TOY FAIR

THE MINERVA MANUFACTURING CO. - - - - - **Minerva, Ohio**
WHEEL TOYS AND STEEL TOY TRAINS

THE BOWMAN-VAUGHAN CO. - - - - - - - **Lisbon, Ohio**
WHEEL TOYS AT POPULAR PRICES

THE JOHNS MACHINE AND STAMPING WORKS CO. - - **Cleveland, Ohio**
BOWMAN ALL-STEEL AND BOWMAN COASTERS

THE ALLIANCE VITREOUS CHINA CO. - - - - - **Alliance, Ohio**
HOTEL WARE AND BATH ROOM FIYTURES



One of the "Minerva" Family *585 POUNDS ON THIS LITTLE WAGON* ***"The Sturdy Boy"***

Note Size—It sells for $12.00 Dozen—There are some more members of this family of just as much interest

THE MINERVA MFG. CO. **224 Euclid Ave., Cleveland, Ohio**

HOTEL IMPERIAL

ODDIE **A. A. BOURBON**

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The original genuine
IRISH MAIL.



Pat'd.
Trade Mark Registered.

The Irish Mail

The Universal Hand Car

Many new models and styles for 1922
Prices considerably lower

The line on display during Toy Show
Hotel Breslin

HILL-STANDARD CO. ANDERSON, INDIANA, U. S. A.

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JUMBO MAMA DOLL

TALKS AND WALKS

This wonderful doll is so light in weight that the youngest child can handle it. It says Mama in a clear voice (Patent Applied For), and cries like a real baby. Send for samples and prices today.

JUMBO MAMA DOLL

26 INCHES

A New Effanbee Creation with a fabric face and a soft body stuffed with downy cotton.

Here is your big spring number. It will sell at a moderate price and keep you busy handing them out.

Fleischaker & Baum

Effanbee Dolls

45 East 17th Street NEW YORK

AMERICAN TOYS

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DORN'S TOYS

Factory---Racine, Wisc.

Office and Display Rooms

PALMER HOUSE
CHICAGO,
ILL.

Send All Correspondence to Chicago

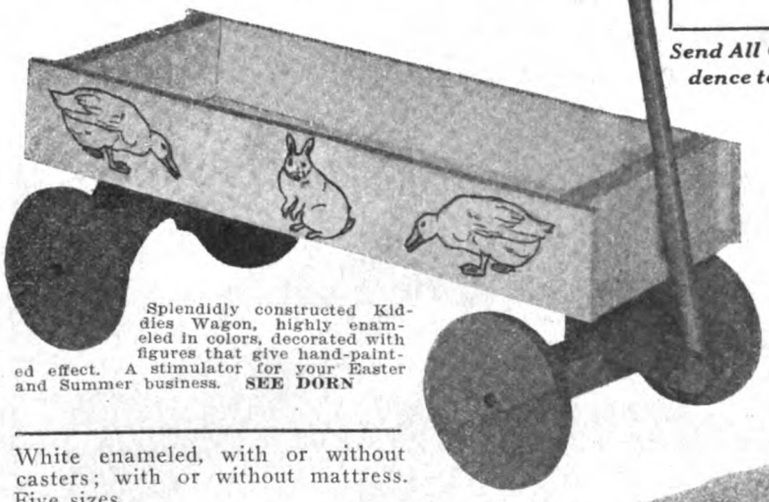
ATTENTION

Make a memo now
See Dorn's--New Ideas at the

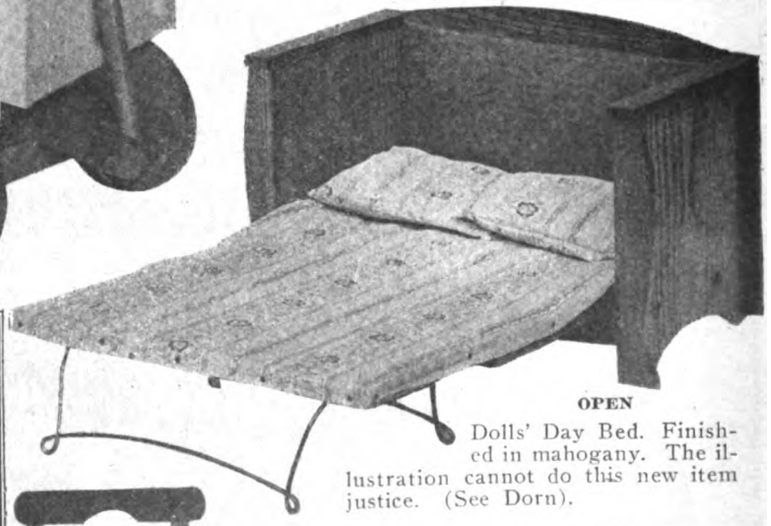
THE TOY FAIR

Mc ALPINE HOTEL
Room 366

February 6th - Mar. 15



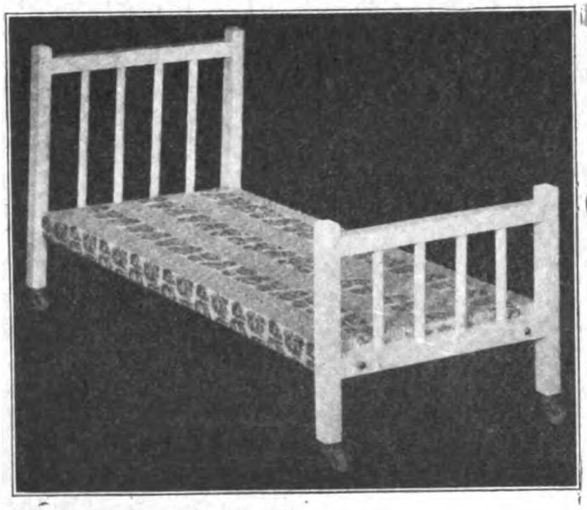
Splendidly constructed Kiddies Wagon, highly enameled in colors, decorated with figures that give hand-painted effect. A stimulator for your Easter and Summer business. **SEE DORN**



OPEN

Dolls' Day Bed. Finished in mahogany. The illustration cannot do this new item justice. (See Dorn).

White enameled, with or without casters; with or without mattress. Five sizes.





Highly finished chair—in Red, Green, natural and Blue. Made in four sizes.



CLOSED

(Jobbers)

SEE DORN'S

New Line in

Toy Furniture Wagons

SEE DORN



Highly finished chair—in Red, Green, natural and Blue. Made in four sizes.



Folding Table, improved device for folding. Finished in Red and Green.



High grade Coaster Wagon, disc wheels, rubber tired. In three sizes. Priced attractively.

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Compare Values—Compare Prices
Compare Rapid Selling Features
Then we know you'll select the
TO-ET-CO LINE

The Perfect Playthings

Mere words cannot adequately describe the built-in quality and rapid selling Features found in TO-ET-CO TOYS.

They are known as Perfect Playthings,—playthings that amuse and educate; playthings that sell rapidly because the grown ups and little ones see at a glance these essential features.

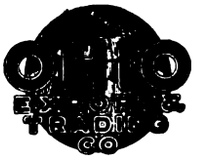
Ingenious Mechanical Toys; Lifelike Stuffed Animals and Dolls that delight,—these are some of the things awaiting discriminating buyers.

Our enormous purchasing facilities and direct European offices enable us to assure you of prompt delivery. The name Toetco is your guarantee of quality merchandise sold at a price that insures a good profit and a permanent business.

After you compare value—downright quality at a price that builds a permanent trade—you'll buy the TO-ET-CO LINE.

The Ohio Export & Trading Co.

New York Show Room
33 West 17th Street



Cleveland Show Room
1742-44 East 12th Street

General Offices: 518 Standard Parts Bldg., Cleveland, Ohio

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"It's An Ullman Coloring Outfit"



Retails for 25c



Retails for 50c

HOTEL IMPERIAL
MEET US AT THE TOY FAIR
FEBUARY 6th to MARCH 11th
BROADWAY 31st & 32nd STREETS N.Y.

Room 333

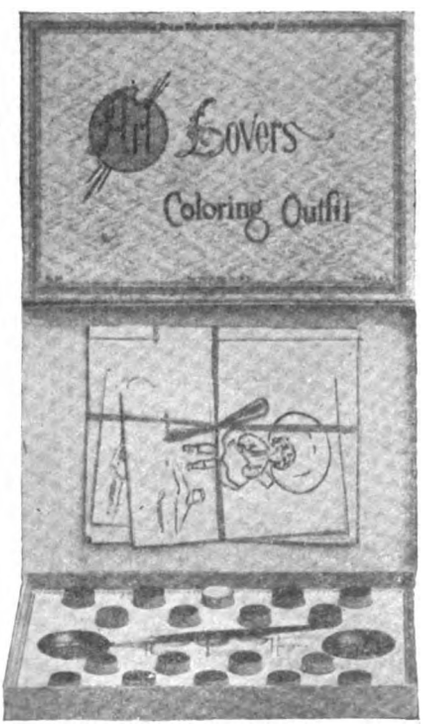
THE ULLMAN MANUFACTURING CO.

Largest Manufacturers of Paint Boxes in the World

338-340-342 East 59th Street
NEW YORK CITY

HOTEL IMPERIAL
MEET US AT THE TOY FAIR
FEBUARY 6th to MARCH 11th
BROADWAY 31st & 32nd STREETS N.Y.

Room 333



Retails for $1.00

If you are not coming to the Toy Fair, but are interested in Our Lines, kindly drop us a card and we will arrange to have one of our Travelers see you either in your own city or some nearby city.

TOY MFR'S U.S.A.
AMERICAN TOYS

No Catalogs

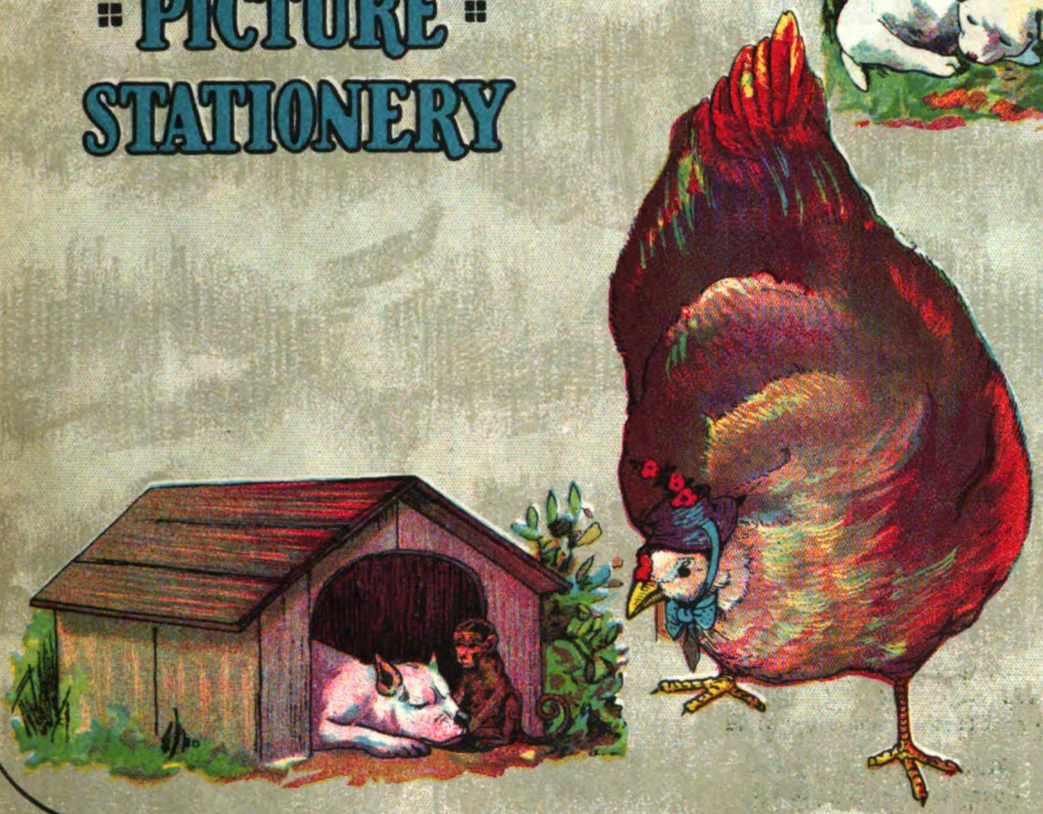


Retails for $2.50

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WHITMAN
PICTURE
STATIONERY





Whitman Picture Stationery
Sold Close to
Two Million in 1921

Does it look good as a
Ten Cent seller?

FOR CHILDREN

Whitman Publishing Co.
Room 317
Imperial Hotel



The Whitman line of Toy Books, Children's Books and Children's Stationery is the Big Value. Come in and see the new numbers.

The Whitman Children's Picture Stationery hit on all cylinders during 1921. Here is a facsimile of some of the stationery in portfolios and boxes.

Come in and see it.

Room 317

at the Imperial Hotel

Brigg's Cartoons

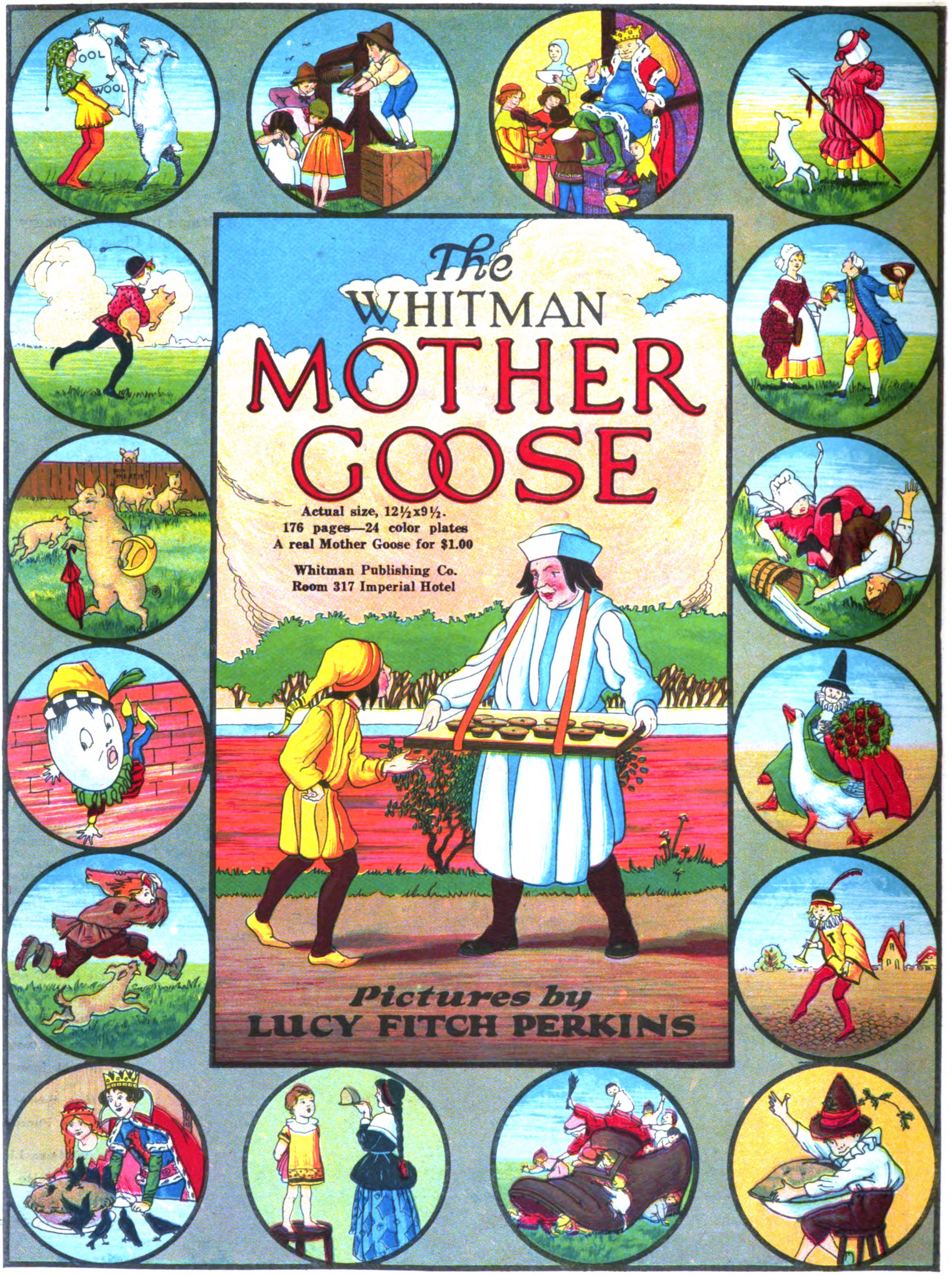
in book form

Joke Books

Jig Saw Puzzles

The Whitman Line
Is the Big Value Line
and sells
From 10c to $1.00

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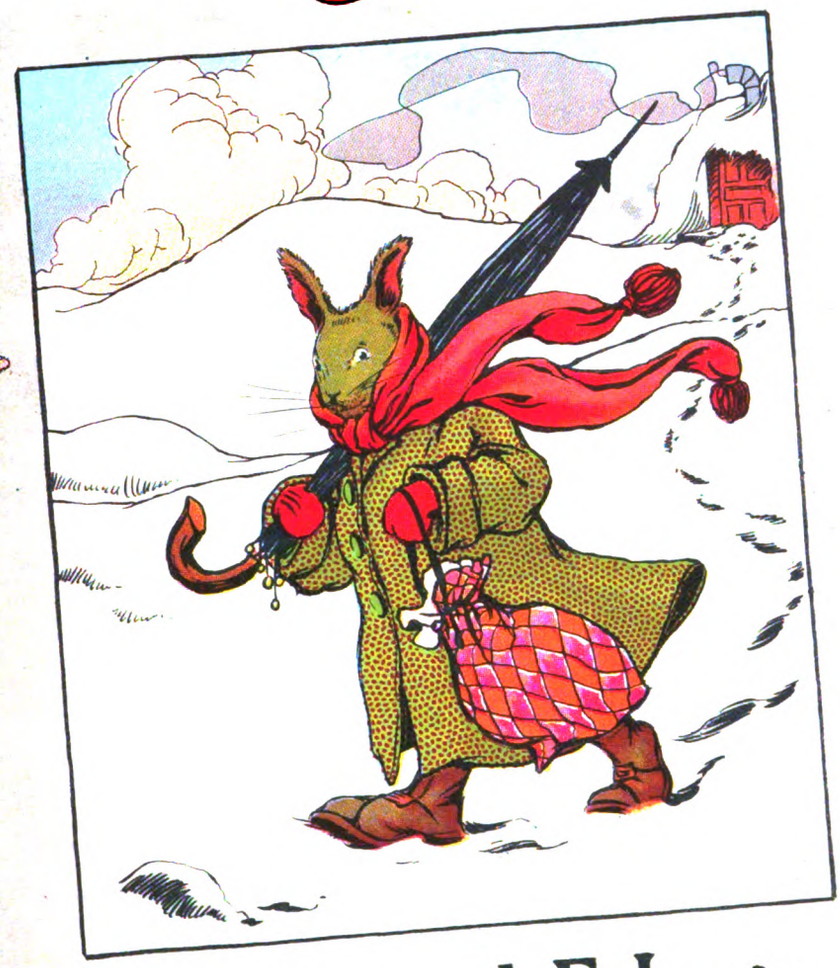


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NEW FOR 1922
This book is a facsimile of size, etc. It represents a new line of picture books—every page a color picture.

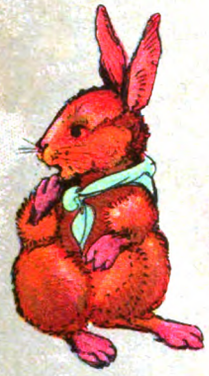
The Story of Bunny Patch

We have just as big values in 25c and up to $1.00. The Whitman line is ideal for the toy jobbers.









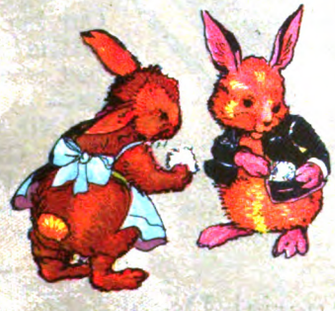


by Samuel E. Lowe

Picture Books — Board Books — Brigg's Cartoon Books—Joke Books —Jig Saw Puzzles—Children's Picture Stationery—from 10c to $1.00—The big value line.



Whitman Publishing Co.
Room 317
Imperial Hotel





Inside Color Pictures by HARRY ROUNTREE

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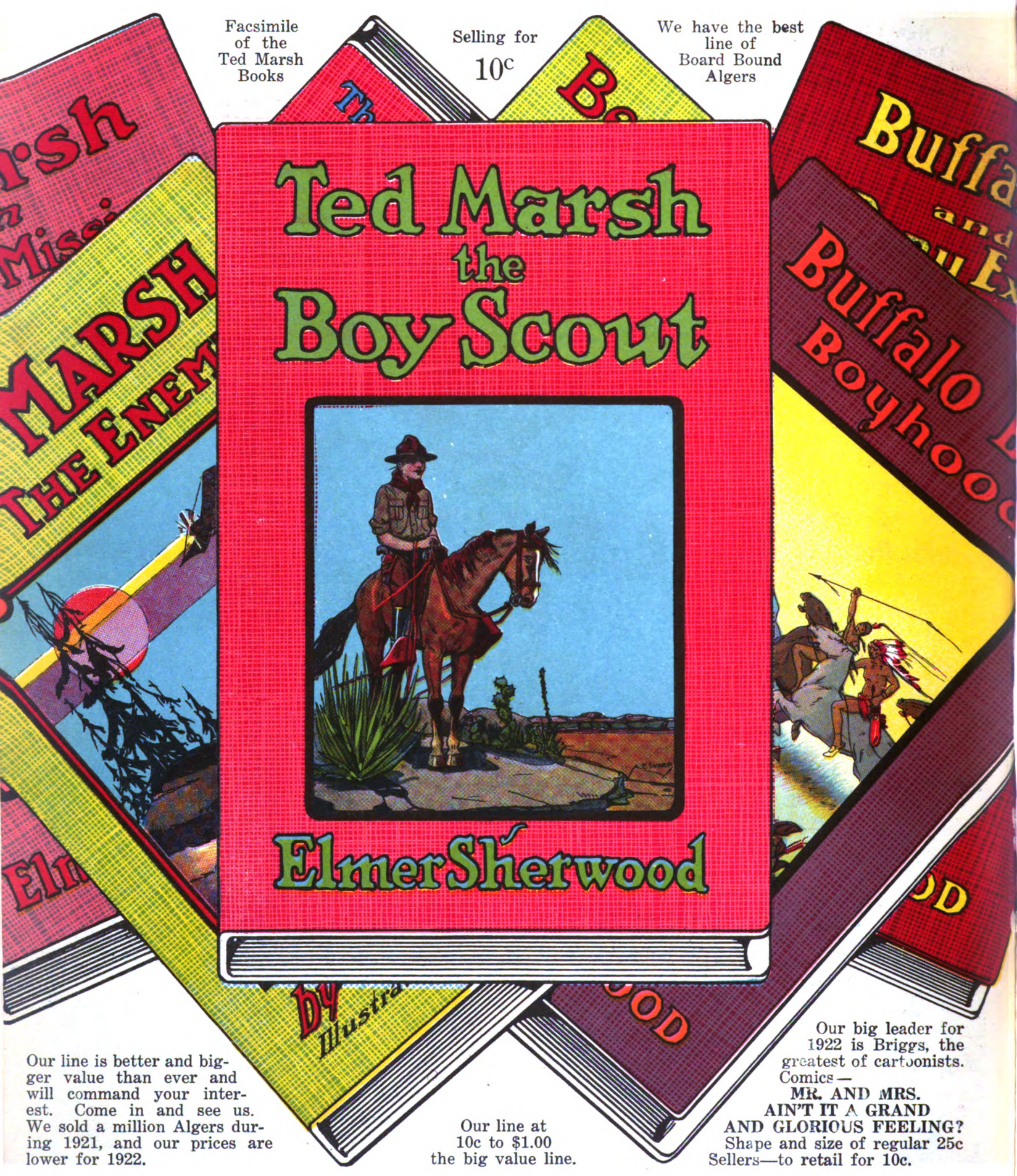
A LINE OF BOARD BOUND BOOKS SELLING FOR TEN CENTS UP

Boy Scouts—Campfire Girls—Alger's—Fiction—Bedtime Stories—Fairy Tales—Animal Stories—Picture Books

Facsimile of the Ted Marsh Books

Selling for 10c

We have the best line of Board Bound Algers



Our line is better and bigger value than ever and will command your interest. Come in and see us. We sold a million Algers during 1921, and our prices are lower for 1922.

Our line at 10c to $1.00 the big value line.

Our big leader for 1922 is Briggs, the greatest of cartoonists. Comics—

MR. AND MRS. AIN'T IT A GRAND AND GLORIOUS FEELING?

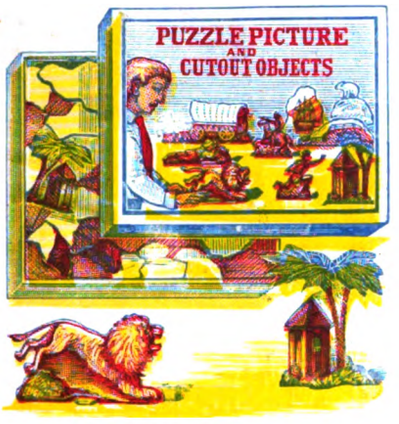
Shape and size of regular 25c Sellers—to retail for 10c.

Whitman Publishing Company, Room 317, Imperial Hotel

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Wilder's New Toys and Games

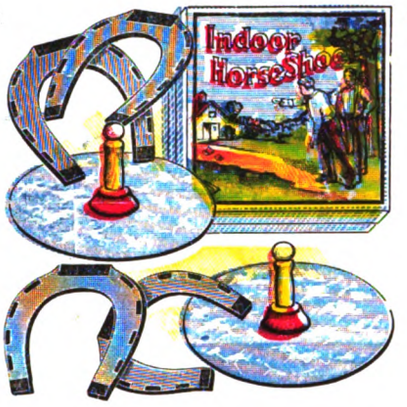
Will see you at Hotel Imperial, Room 228, New York Toy Fair
With an Entire New Line of Games, Toys and Wheel Goods



Puzzle picture that retail at 10c through the jobbers, also 25c, 50c and $1.00 sizes.

WILDER GAMES SELL AND SATISFY

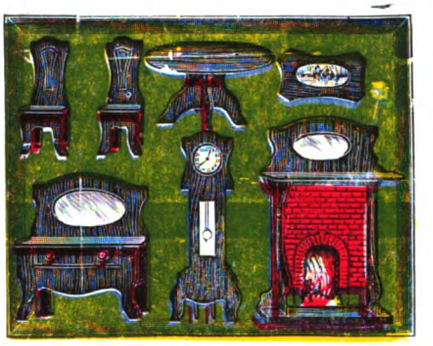
Here are a few of the popular items in the Wilder line which are calculated to amuse and also to instruct young and old.



Indoor Horse-Shoe Games at 10c, 25c and 50c sizes.

Factory Game
Store Management
Obstacle Race
Bungalow Building
Old Maid Game
Bunny Ring Game
Construction Game
Boxing Game
50c Bean Bag Game
and Lotto

Fish Pond Game
Main Street Game
Alcoholic Blues
Telegraph Game
Twin Beds
Friction Circus
Disc Toss



Doll House Furniture sets, sewed securely in colored boxes, at 10c, 25c, 50c and $1.00 sets.

Clown Toss
Tuff Luck Game
Spelling Blocks
Authors Game
Tiddledy Wink
Mystic Hand

(See Over)

Our New Mystic Ouija Talking Boards, also Mitche Manitou Boards, are the highest finished and lowest priced boards on the market.



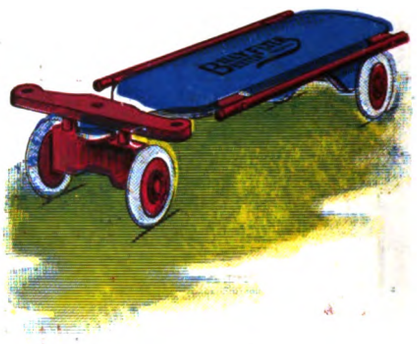
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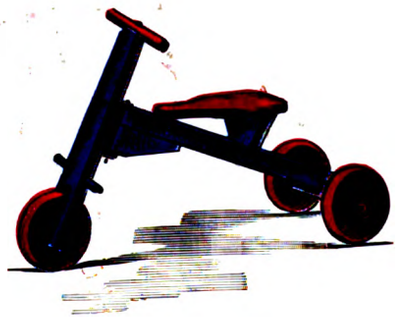
Wilder's Line of Wheel Goods

Wilder's Cars Last and Repeat

Wheel goods of Quality. A line known throughout United States for its durability and at- attractiveness

Billy Buster Flyer will be equipped with steel disc wheels, steel bearings and rubber tires. Billy Buster is not just an ordinary coaster, it is a sled on wheels. The new stabilizing and steering head makes it the ideal all year car.



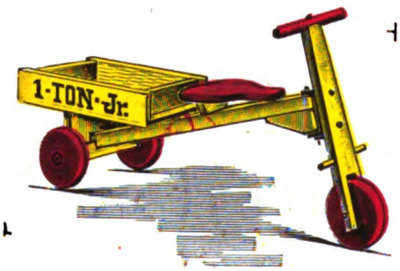


Has made a tremendous hit with every child. Our wheel goods have been improved.

Don't fail to see the New Colored Fast Mail Cars made in three sizes with metal bearings.

Wilder's Wheelgoods please Children, Cost little, last longer and always please parents.

Write for our new catalogue showing the complete line, also new prices.

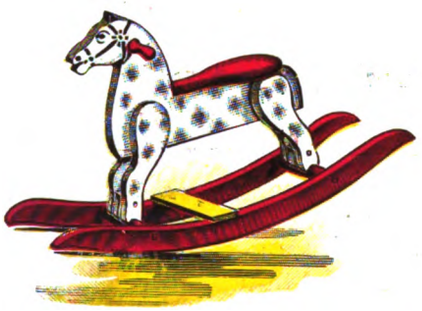


ONE TON JR. CAR

The new combination wagon and foot car. High finish and bright colors made of the best material and will stand hard usages, hardwood wheels with metal bearings.

Our Rocking Horse is exceptionally well designed for sturdiness and beauty. Rigidly constructed, the body and head are made of 1 3/16 lumber with a a non-tiltable rocker.

Highly finished in white enamel dappled black.



You will surely want to see the New Wilder Line before placing your orders for 1922



Horses have a great appeal to children, therefore this sturdy car made of heavy material in red and white enamel for children from two to five years of age. Steel metal bearings in all wheels.

We are at your service at the Fair.

Mr. A. B. Wilder,
Mr. Oliver Bobe
Mr. Geo. H. Bauer

WILDER MFG. CO.

St. Louis, Mo.

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Half a million sold in 6 weeks!



Illustration exact size

That's the Story of the

RONSON REPEATER

Registered Trade Mark — Patented in U. S. A. and abroad

It's New—
It's Harmless—
It's Ingenious—
It's Wonderful—

The RONSON REPEATER comes loaded ready for 5000 shots. Additional ammunition retails 1000 SHOTS FOR ONE CENT.

This sensational toy pistol has taken kiddie-land by storm! It shoots and flashes just like a real gun, yet is

ABSOLUTELY HARMLESS

1000 SHOTS FOR ONE CENT

Dealers everywhere are reaping a harvest of profits

THE NATIONAL TOY

Write or wire for samples, prices and shipping allotment.

See us at the Toy Fair, Room 263, Imperial Hotel, New York, February 6th to March 11th

SOLE MANUFACTURERS AND PATENTEES

THE ART METAL WORKS Aronson Square Newark, N. J.

For 35 Years Makers of High Grade Metal Novelties

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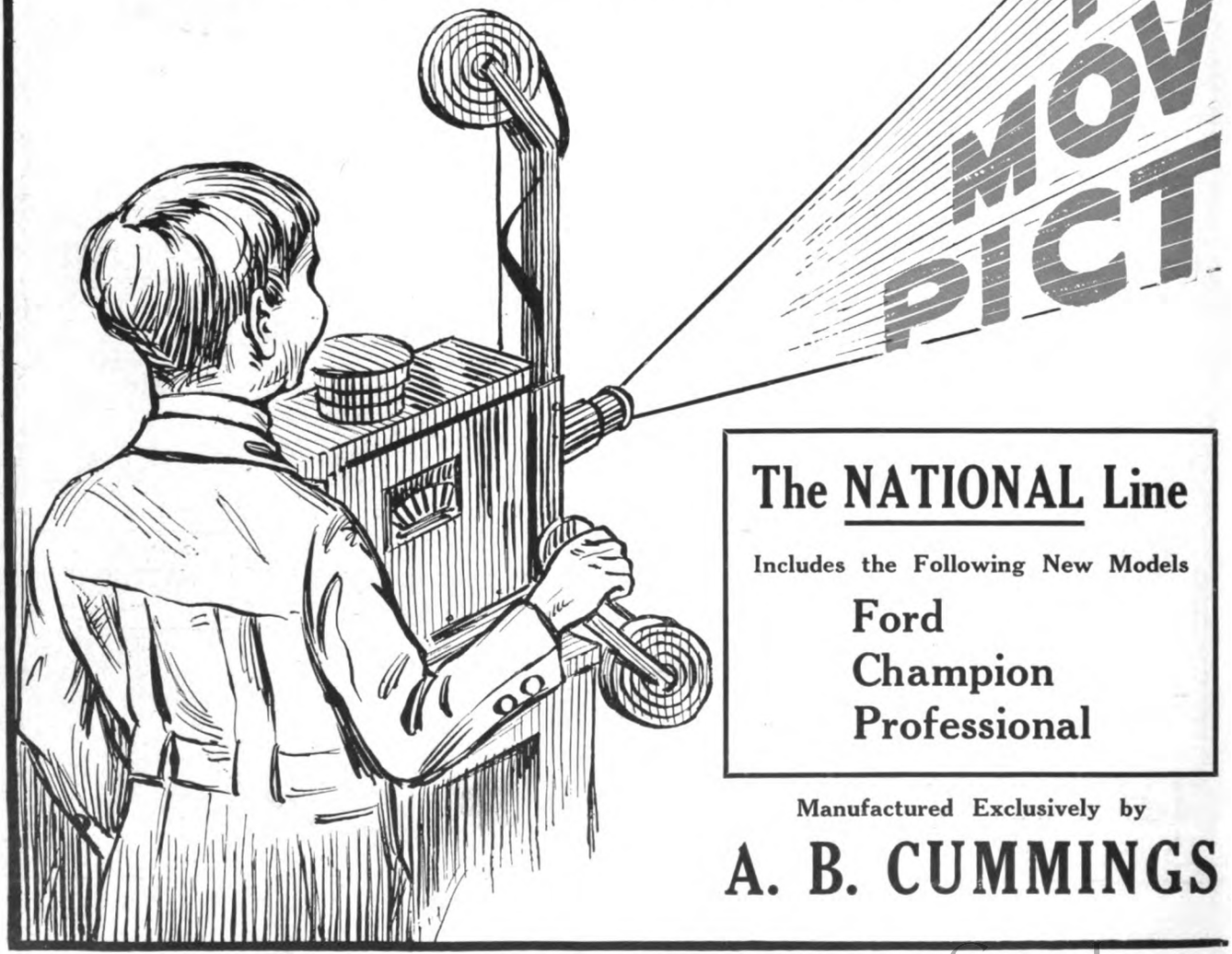
HOTEL IMPERIAL
MEET US AT THE TOY FAIR
FEBUARY 6th to MARCH 11th
BROADWAY 31st & 32nd STREETS N.Y.

HERE AT LAST!

The Long Looked For Moving Picture Machine

We shall take prideful pleasure in showing you what we have accomplished. Make a note in your book NOW to see us at Room 217,

HOTEL IMPERIAL, NEW YORK
DURING THE TOY FAIR, 1922



The NATIONAL Line

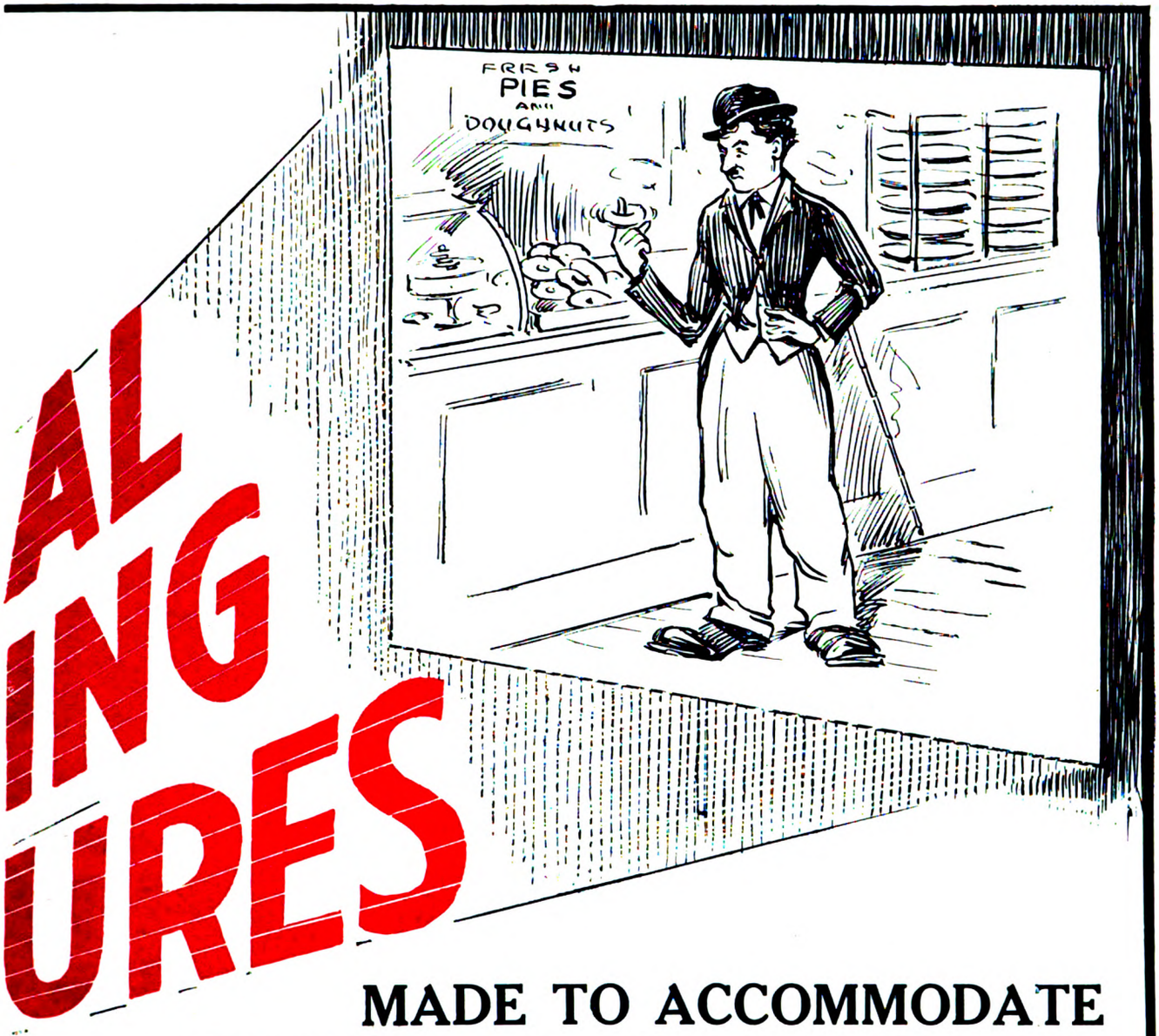
Includes the Following New Models

Ford
Champion
Professional

Manufactured Exclusively by

A. B. CUMMINGS

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AL ING URES

MADE TO ACCOMMODATE STANDARD OR "NON-FLAM" FILM

Heretofore the film problem has been a perplexing one. We can now offer you catalogued and titled subjects from our own prints. Your trade demands this service.

The Ab-Cum-O-Graph Line

Includes the following Well-Known Models

LITTLE GIANT
TORPEDO
AMERICAN SCOUT
BULL DOG
DREADNAUGHT

53-55-57-59-61 Falmouth Street
ATTLEBORO, MASS.



The illustration above is taken from a photograph of our plant. It is owned and occupied solely by ourselves. The entire floor space of the building is devoted, entirely, to the manufacture of our moving picture machines. Every part of the machine, with the exception of the lenses, is manufactured here by our own workmen.

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BRADLEY OF BRATTLEBORO

WHAT YOU WANT THIS YEAR

— IS —

NEW TOYS

— AND —

WE HAVE THEM

So distinctly original and such exceptional value that

TO SEE THEM IS TO ORDER

We are also headquarters for

TEN PINS

eighty numbers, styles to suit all tastes. Prices to fit every pocketbook. The full line is on display during the Toy Fair in Room 240, Hotel Imperial, New York City, also at our

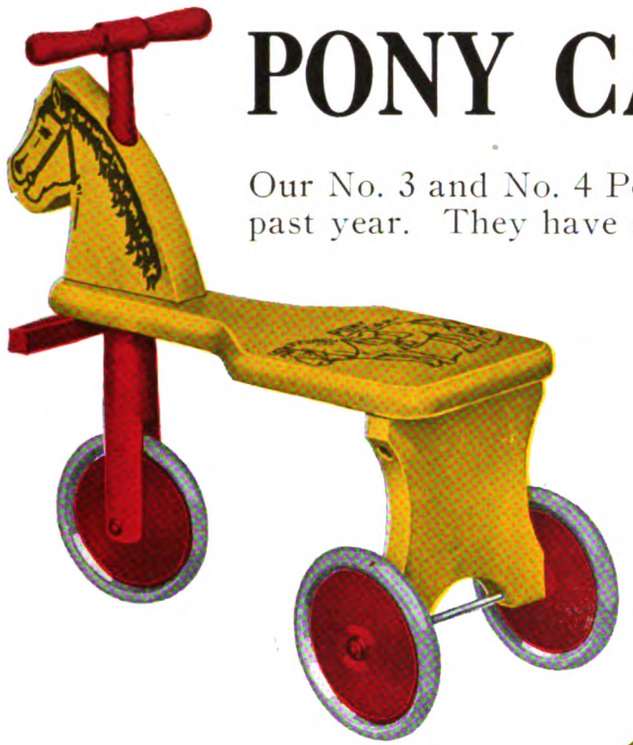
Permanent Show Room

221 Fourth Avenue, New York

C. E. BRADLEY CORPORATION

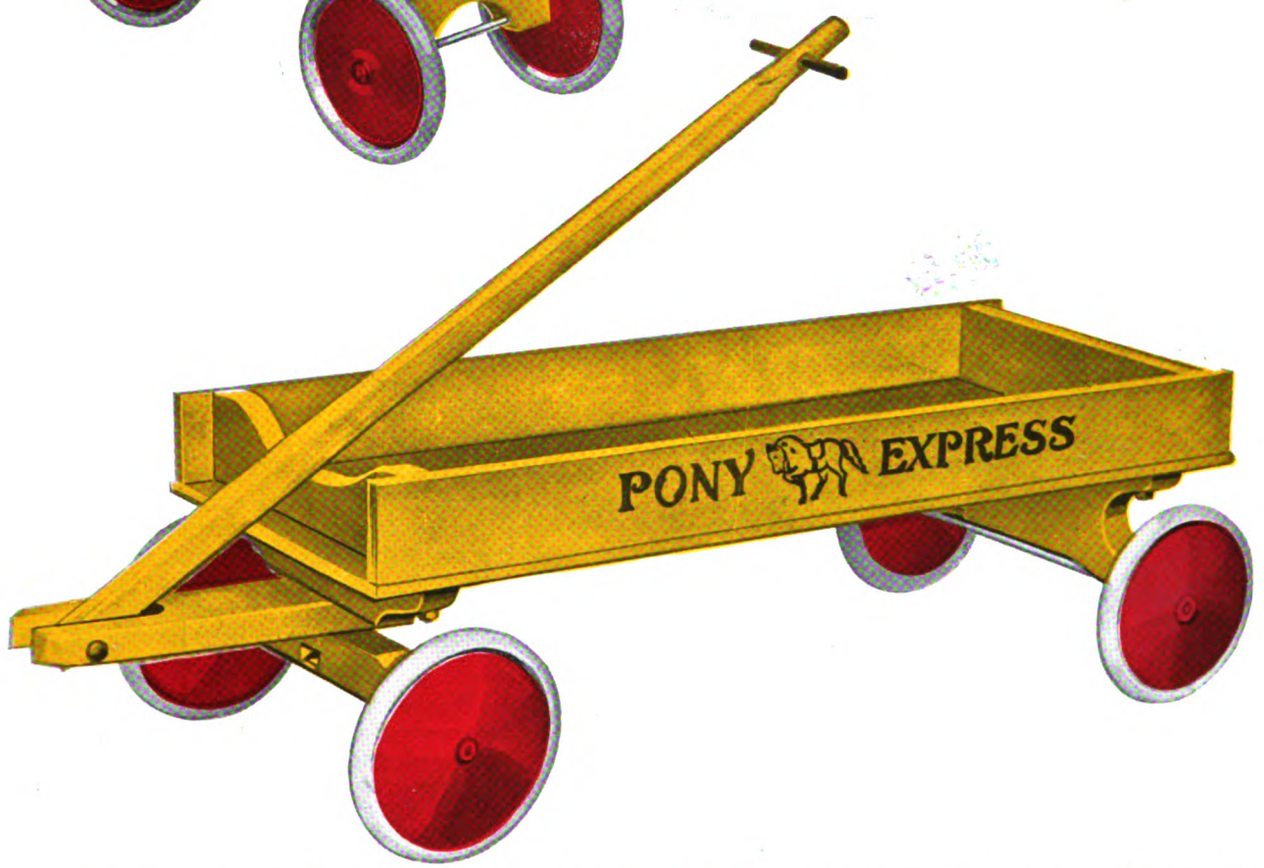
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PONY CAR SPECIALS



Our No. 3 and No. 4 Pony Car Specials made a big hit the past year. They have steel disc rubber tire wheels, with bicycle ball bearings in each end of hub, and full length steel axles.

The regular Pony Cars have 6″ one-piece hardwood wheels, with steel boxings in wheels and steel axles clear through bolsters. All Pony Car seats and bolsters are now made 1 1/16″ thick.



Our new "Pony Express" Wagon has 6″ steel disc wheels, with heavy rubber tires and bicycle ball bearings in each end of hub. Axles, of 5/16″ steel, go clear thru bolsters. The body, 12″x30″, is mortised at corners, making it very strong. Owing to the size and position of hound which holds handle, the wagon cannot tip when turning.

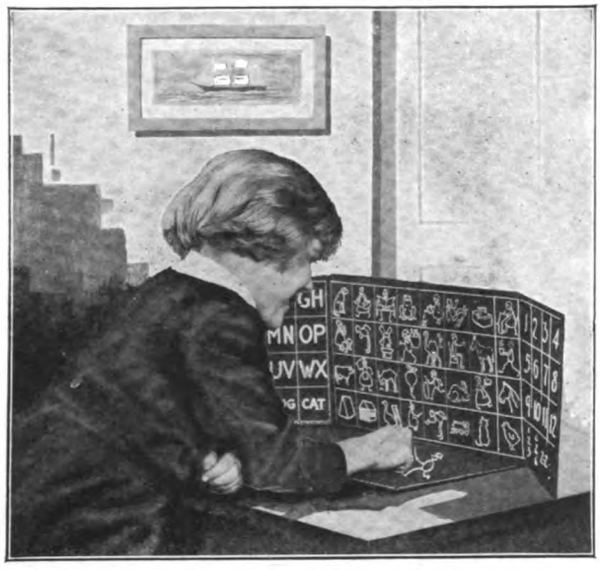
The "Pony Express" Wagon is also made with one-piece hard maple wheels, with steel boxings in wheels.

We have improved our line a great deal this season, using enamel paint and waterproof varnish. Altho we will not be at Toy Show, our line can be seen at leading jobbers in New York, anytime.

Write for our complete catalog and price list.

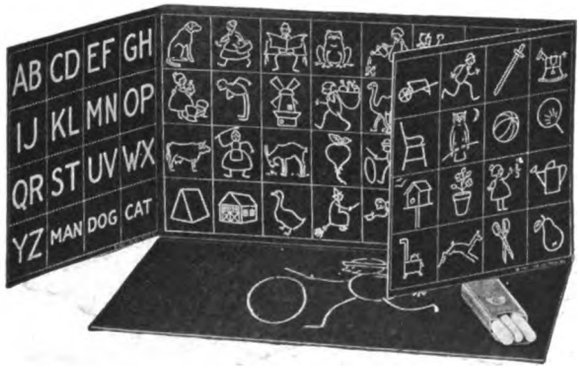
FRANK EASTMAN **UNION CITY, PA.**

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Something New





Here's the latest addition to the Cress Line—the EZY-ART Book-Fold Blackboard—and it is proving to be a popular toy with the kiddies. It gives the child 96 models of simplified drawing that he can easily reproduce with chalk upon the blackboard. It's another striking example of Cress ingenuity—another toy combining essential education with the most delightful kind of recreation—and in a way that pleases parents just as much as it pleases the youngsters.

Stock our three big numbers with your usual supply of Cress Educational Boards. These items constitute live year-round merchandise. All numbers will be on display at the coming toy fair in New York City. We urge immediate placing of your orders, for while stocks are ample at the present time, there is no telling just how long they will be.

The Cress line met with great success during the last Holiday season. Some stores report sales of over $4,000.00 and one store over $4,900.00 during the month of December only.

Have you catalog and prices for 1922? If not, ask us to mail yours.

The H. G. Cress Company
Troy, Ohio

See our complete exhibit—Room 128 Hotel Imperial, Broadway and 32nd Street—February 6th to March 11th

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Miller

INFLATED RUBBER BALLS

Made to Retail from 5c to $1.00

WORLD'S LARGEST SELLERS

Size 1½ to 6 in.

SEE THEM AT THE FAIR

Imperial Hotel Room 124 Feb. 6th to March 11th

Permanent Inlaid Designs

Solid Colors

No Varnish

Best Grade Rubber

Very High Bounce

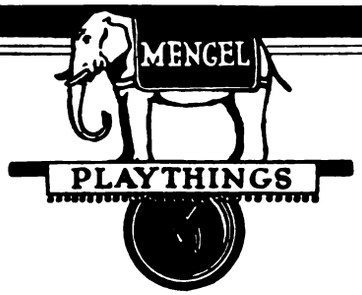
Marble-ized Balls	4", 5", 6"
White Star (white only)	4", 5", 6"
Return Ball (animal design)	1½"
Fancy Decorated (blue, green, orange, black)	3", 4", 5", 6"
Educational (white) (animals, alphabet)	4", 5", 6"
Play Ball (black, white)	2½", 3", 4"
Play Ball in colors blue, green, orange)	2½", 3", 4", 5", 6"
Bat Balls (black, white)	2"

Send for illustrated price list

THE MILLER RUBBER COMPANY OF NEW YORK

AKRON, OHIO, U. S. A.

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What is it that brings Re-orders?

LAST year the manufacture of Mengel Playthings was an "infant" industry in more than one sense of the word. This line of fine wheel toys was unknown to dealers or the public prior to the 1921 Toy Fair.

Yet almost 50 per cent of the original orders that were received have resulted in additional orders ranging from one to ten!

There is just one reason for this. It is that Mengel Toys are the kind that children ask for—the kind that parents are glad to buy—and the kind that are ready sellers in every season of the year.

The Mengel line is on display at the Toy Fair again this year—better and more interesting than ever. It is an exhibit you can't afford to miss.

ROOM 402, HOTEL BRESLIN
will be Mengel Headquarters
during the Toy Fair

MENGEL PLAYTHINGS ARE NOW DISTRIBUTED THROUGHOUT THE ENTIRE COUNTRY

THE MENGEL COMPANY
Main Offices
LOUISVILLE KENTUCKY

Mengel Playthings
JUST FOR FUN

Digitized by Google

Gottlieb Paper Products
Manufacturing Corporation

SERPENTINES and CONFETTI

Christmas, Hallowe'en, Easter, Patriotic, Bells and Garlands

54-56 SOUTH SECOND STREET

BROOKLYN, N. Y.

Telephone Greenpoint { 230 / 73

We'll be there with Bells on!

ALSO GARLANDS

Toy Fair February 6th to March 11th

HOTEL IMPERIAL

ROOM 248

BROADWAY AT 32nd STREET



We are there to welcome all Our Old Friends and make New Ones - - - - -

COME AND SEE US

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It's new!

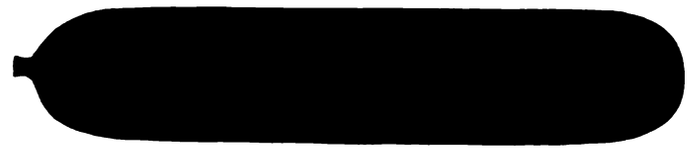
10 Years ahead of competition. Built by boys for boys. Lightning turnover. Nationally advertised to over 10,000,000 consumers. Sensation of the trade. See it! Rooms 508-510-512 Breslin Hotel. Mr. C. P. Henry, Exhibitor for Manufacturer.

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MOHICAN BALLOONS

THE 1922 Mohican line is bigger and better than ever. Mohican Balloons have snappy, bright colors that are non-poisonous. Skilled labor, together with the best grades of good, live rubber, assures you of balloons that are of extra heavy weight, uniformity of thickness and length of necks, and very highest quality.

Quantity production of over 200,000 of balloons daily enables us to give your orders the prompt attention that they necessarily merit. You have the largest assortments to choose from, a size and shape to meet every requirement and price.

Stock up with "Mohican" Balloons and watch your sales and profits increase, complaints decrease, and the repeat orders roll in.

Samples, prices and our descriptive catalogue gladly furnished at your request. Let us prove "Mohican" Balloons are better.



THE MOHICAN RUBBER CO.

220 Miller Street
ASHLAND OHIO

Canadian Distributors
ROBERTSON & MURPHY, Ltd., MONTREAL
247 St. Paul St. W.



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Here She Comes!

The New Lionel Line for 1922 at Attractive Prices



THE Lionel Line for 1922 embodies numerous valuable additions, new fast selling accessories and outfits, notwithstanding the *reduced 1922* prices. Lionel trains have been the standard of the world for 22 years and they are better today than ever before.

MORE extensive advertising. Watch for the handsome advertisements and dealer helps that are going to realize boyhood's ambition for a Lionel Train. Remember that over a million American boys own and operate Lionel Outfits—those boys are a better advertisement than we will ever be able to write.

Every Lionel Outfit Sells

and every one stays sold. Lionel Trains and Accessories are 100% saleable—don't forget that. They are fully guaranteed; but more important than the guarantee is the record of the company that stands behind it—a 22-year old record for *quality products, adequate service,* liberal selling helps and the will and ability to stand behind every piece of goods that leaves the Lionel factory.

Repeat Sales

Every Lionel Outfit you sell means a steady sale of accessories after the original purchase—highly profitable repeat business.

Send for the Lionel Catalog in colors and don't fail to make your plans to carry a big Lionel stock so as to be ready for the certain demand.

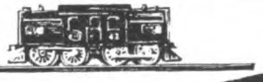
THE LIONEL CORPORATION
48-52 EAST 21st STREET NEW YORK CITY

LIONEL TOY FAIR

Don't fail to attend the big Lionel Toy Fair. It's here whenever you are!

48-52 E. 21st St., New York

LIONEL ELECTRIC TOY TRAINS
& Multivolt Transformers



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Just Glance at the Detailed Construction of these "Iron Horse" Metal Toys

The same care—the same extra heavy gauge metal is used in building them as is found in our regular metalware line known the world over as "the" quality line.

Iron Horse toys are practically indestructible—the kind of toys that build good will and a repeat business.



Iron Horse Sand Pails and Shovels

Three sizes of pails. One, two and three quart, and sturdy little pails everyone of them. Galvanized with a neat red stripe or enameled in red, green and blue.

And the Shovels—you simply cannot bend or break them.



Iron Horse Watering Pots

Few toys delight children more than toy Watering Pots, and too, grown-ups find them very handy about the house.

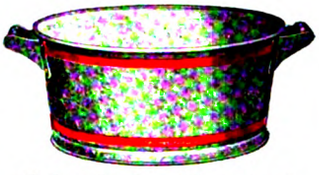


Iron Horse All Metal, Non-breakable Drums

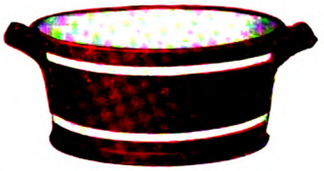
The heads are metal tastefully enameled, just like the regular drums in sound and they will last for years. There are three sizes.

Children's Wash Tubs

Miniature of our regular high grade line, reinforced top, hand soldered and with a neat wood handle.



Galvanized, with a neat red stripe.



Enameled—Three Colors





Front View Back View

Look at These Iron Horse Toy Snow Shovels



You have to actually see these shovels to appreciate the actually heavy gauge metal used in the blade, and the sturdy manner in which the carefully selected "D" type handle is attached.

Write for detailed description and prices covering Iron Horse metal toys.

Write Us

We have a booklet showing Iron Horse Toys illustrated and complete with prices. Send for a copy.

Rochester Can Company
Rochester, N. Y.
Gentlemen:
Kindly send me your booklet of Iron Horse all metal toys.
Firm Name.....
Address .....
City..... State.....
Marked for .....

ROCHESTER CAN COMPANY

Largest Makers of Strictly Quality Metalware

129 Hague Street - - Rochester, N. Y.

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SPEAR'S GAMES

We are the sole selling representatives in the United States for the J. W. Spear & Son's Games. These goods can be ordered from us for direct shipment from the factory in Bavaria at the mark price, now fixed for the year 1922, at Spear's very lowest selling price, or can be ordered from our stock at our fixed selling price for the United States. We carry in stock 300 numbers of Spear's games ranging from 10 cent numbers up. When you place an order through a commissionaire you pay him from 10 to 12 per cent for his services. Ordering from us, you save this commission. Have you given this a thought?

During the TOY FAIR We Will Be Located in The Grand Hotel New York



Broadway and 31st Street Just Across the Street from The Imperial Rooms: 227 and 228

For the convenience of those attending the Toy Fair in New York, opening February 6th, we have secured Rooms *227* and *228* in the Grand Hotel at Broadway and 31st Street, just across the street from the Imperial Hotel. These rooms are on the third floor fronting Broadway. We heartily invite you to inspect the line with the assurance that if you do not place an order your call will be just as highly appreciated.

SELCHOW & RIGHTER CO.

620-622 Broadway New York

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POGO

JUMPING STICK

Protected by U. S. Patents—Trade Name Pogo Registered

Read What the Buyers Say:

The highest class Sporting Goods Store in the world says—

"The best selling Novelty of 1921, a Jumping Success."
Mr. Chapman of **ABERCROMBIE & FITCH.**

New York's famous Fifth Ave. Toy Merchant says—

"One of the real big items this year in our store, and we predict that it will be bigger than ever in the Spring."
Mr. Kircham of **F. A. O. SCHWARZ**

"The 'Pogo' Act in my latest Ziegfeld Midnight Frolic now playing atop the New Amsterdam Theatre Roof has been received with such enthusiasm by the public, that I have decided to add a similar number to my Ziegfeld Follies which will begin their eleventh week's run in Chicago shortly."
FLORENZ ZIEGFELD, JR.,
Producer of Ziegfeld Follies—A National Institution.

New York is going wild over "POGO." The biggest success of the Toy and Sporting Goods World. New York has bought 27,864 "POGO" Sticks up to December 10th. Mind you the New York public spent almost $100,000.00 for "POGO" in less than two months. Think of it.
In the history of the business have you known of any one item to reach such stupendous figures?
What have you done with "POGO" in your city? Are you putting it over? If not there is a reason. Write our "POGO" Doctor and he will prescribe for you.

WARNING

PATENTS APPLIED FOR

All patents, Trade Mark "Pogo" and selling rights for U. S. A. and Canada reserved and under exclusive control of the "Pogo" Co., New York City. Any violations of these rights will be followed by prompt prosecution for damages.

SAMPLES AND PRICES ON REQUEST

THE POGO COMPANY

35 East 10th Street **NEW YORK**

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In addition to our

POPULAR STANDARD ITEMS

Consisting of



SAFETY-BLOCKS

THE ORIGINAL ROUND CORNERED BLOCKS

TINKER BLOX

AEROPLAY

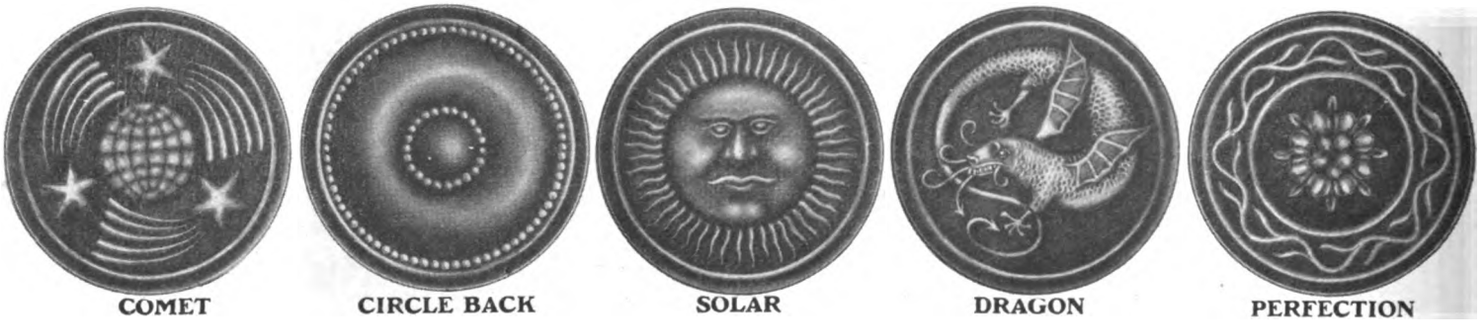
we will exhibit our

NEW ASSORTMENT

of

EMBOSSED CHECKERS

(COMPLETE LINE)



COMET CIRCLE BACK SOLAR DRAGON PERFECTION

ROOM 404—FOURTH FLOOR

HOTEL BRESLIN TOY FAIR

FEBRUARY SIXTH TO MARCH ELEVENTH

HALSAM PRODUCTS COMPANY



4114-4124 RAVENSWOOD AVE.

CHICAGO,

ILL.







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Mutt Lucky pays Meyer

AN UNBEATABLE COMBINATION

Mutt And Jeff And Eagle Brand Balloons

Sanitary
Sealed
Packages

Mutt: "What are you doing Jeff?"

Jeff: "Selling Eagle Brand Balloons."

Mutt: "At last you're showing signs of intelligence."



See other side of sheet

Place This Carton on Your Counter or Show Case and let the World's Fun Makers Do The Rest

Manufactured by The EAGLE Rubber Co., Ashland, Ohio, U.S.A.

NEW YORK OFFICE, 35 Union Square, West.

The World's Largest Manufacturers of Toy Balloons

Digitized by Google



Here They Come!

Prepare a Place for The Nation's Fun Makers in Your Store

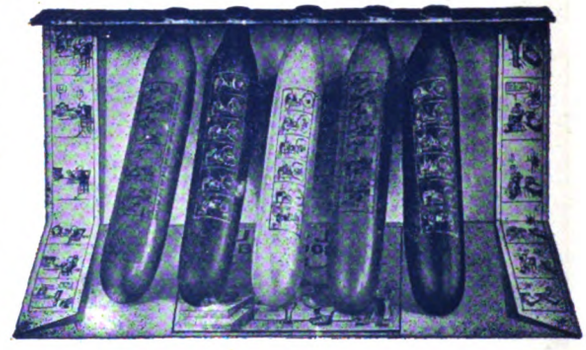
MUTT and JEFF

TRADE MARK Reg. U. S. PAT. OFF. by H. C. Fisher

PICTURE BALLOONS

in Sanitary Packages

TO RETAIL AT 5, 10 and 25 CENTS



The Packages shown in Carton on opposite side this insert are a reproduction of the MUTT AND JEFF packages which are attractively lithographed in three colors. The inside of the package likewise carries a series of pictures. In fact the general appearance of the package makes it *sell on sight*, not to mention the value added to the package by five balloons bearing imprints of these two popular characters and their series of amusing pictures as shown in the leading newspapers of the country.

The ultimate consumer receives full value in balloons alone for the amount he pays for the package.

Three Sizes:

5c retail, size of package 3″ x 3″ (One Large Balloon)
10c retail, size of package 3½″ x 6¾″. (Two Balloons)
25c retail, size of package 4″ x 10″. (Five Balloons)

The above shows the open view of the large size package (representing "D" Assortment or 25c retail.) Note the pictures along the margin on the inside of the package; also additional pictures of Mutt and Jeff appear under the balloons, which cannot be seen in the picture.

The 25c retail package contains five balloons all of which sell regularly at 5c each. These packages are put up, in various assortments containing different size balloons. "A"—All Round Balloons. "B"—Three Round and Two Long Balloons. "C"—All Round Balloons. "D"—All Long Balloons. "E"—Two Round and Three Long Balloons.

72 Packages to Attractive Display Carton—exact reproduction shown on insert.

10c Retail package is exactly as the larger one in design containing 2 balloons—either long or round. Packed 72 packages to carton.

5c Retail Package Packed 144 to Display Carton.

AN EASIER WAY TO SELL TOY BALLOONS

Of course you've noticed how eagerly the children scramble for the section of the newspaper containing the Mutt and Jeff cartoons by Bud Fisher. They'll scramble just as hard for the Mutt and Jeff Balloons which are decorated with these funny caricatures.

Eagle Brand Balloons have the exclusive right in the toy balloon industry for the reproduction of the Mutt and Jeff characters. We have combined the ideas to help you boost your specialty profits.

Each carton of this special brand of Eagle Brand Balloons contains one gross sanitary packages like the above picture. The carton is decorated in bright attractive colors and if placed on the counter or show case where the children can see it, it will become a real silent salesman. They'll sell themselves.

The sanitary packages simplify the merchandising of toy balloons. You sell five balloons at one time instead of just a single one and they are so much easier to handle. Parents will appreciate this sealed package because it insures the balloons being delivered in a sanitary condition. Each package contains five balloons decorated in colors with the comical antics of the famous Mutt and Jeff.

The balloons are made of the same high grade rubber as all Eagle Brand Balloons and Guaranteed *fast* non-poisonous colors—another feature that will please the parents.

Mutt and Jeff Balloons are a sure fire sales proposition. They mean a quick turnover and large repeat business—and every Mutt and Jeff cartoon in the newspapers is an advertisement for you if you handle this popular brand of toy balloons.

Take advantage of this *rapid selling, sure repeat* sales proposition. It means *big profits for you.*

We manufacture Everything in Toy Balloons to Retail from 1c to $1.00 each

Advertising Balloons
Valve Balloons
Picture Balloons
Squawker Balloons
Barking Dog Balloons
All Sorts of Novelty Balloons
Also RUBBER PLAY BALLS
Inflated and Solid

All EAGLE BRAND Toy Balloon Specialties are handled by the largest and most successful jobbers.

If your jobber cannot supply you—Send us *your order* together with your *jobbers name* that we may make it possible for him to supply you in the future.

Manufactured by The EAGLE Rubber Co., Ashland, Ohio, U. S. A.

NEW YORK OFFICE, 35 Union Square, West

World's Largest Manufacturers of Toy Balloons

Digitized by Google

FEDERAL---THE *SAFE* REPEATING CAP PISTOLS

Because of handsome finish and appearance and also because of their safety, the Federal line of repeating cap pistols has become the standard for quality all over the country. Jobbers know that their customers will sell Federal pistols quickly and that they give satisfaction when in actual use.

To those jobbers who have not handled Federal pistols, we say, give our line consideration this year. We will abide by the result. To retailers: ask your jobber for Federal pistols. They will make you money.



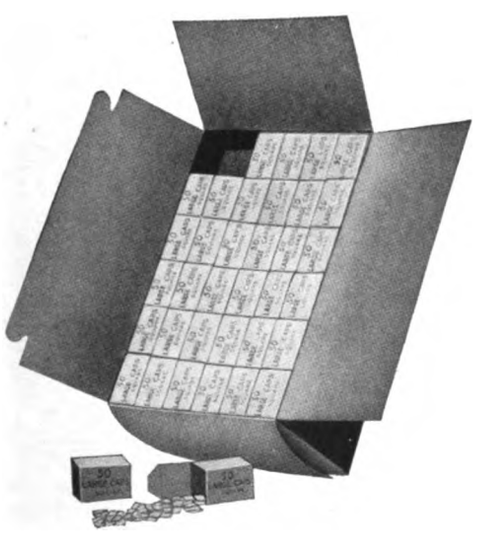
The Federal No. 1

50 Shot safe repeating cap pistol. Sold only with Federal ammunition, not by themselves. Resembles and works like a real revolver, but is absolutely harmless.



The Federal No. 2—Extra Large

50 Shot safe repeating cap pistol. A quality toy, handsomely finished in nickel plate. Gives 50 loud reports to every roll of caps, singly or one after another as fast as trigger can be pulled. Absolutely safe as caps are locked in body of pistol by iron magazine cover. May be ordered without caps. 1 in carton, ½ gro. to case.



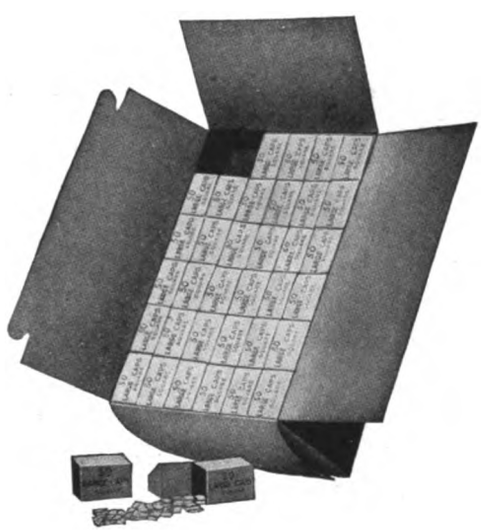
Baby Single Shot Caps

All prepared by a special patented process in our own factories and guaranteed to be safe and to give satisfaction



Repeating Roll Cap Ammunition

For our pistols Nos. 1 and 2. 50 caps to roll produce 50 loud reports fast as trigger is pulled. Caps can be ordered without pistols.



Mammoth Single Shot Caps

Made by us by a patented process. Absolutely safe even in hands of smallest child.

See our line at 235 East 85th St., New York City

JOBBERS ASK FOR PRICES

FEDERAL-BUSTER CORPORATION

304 LEXINGTON AVE. **PITTSBURGH, PA.**

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PLACE ORDERS EARLY FOR 1922



"MADAME HENDREN" DOLLS

THE ORIGINAL WALKING AND TALKING DOLLS WITH LLOYD'S PATENTED VOICES..

OUR NEW LINE IS MORE WONDERFUL THAN EVER..

AVERILL M'F'G. CORP.

37 UNION SQUARE WEST
NEW YORK

Rooms 715-722-724, Hotel Breslin, during Toy Fair

Digitized by Google

"KUDDLE BUNNY" IS MADE IN 5 SIZES

KUDDLE BUNNY



DESIGNED BY
G.G. DRAYTON

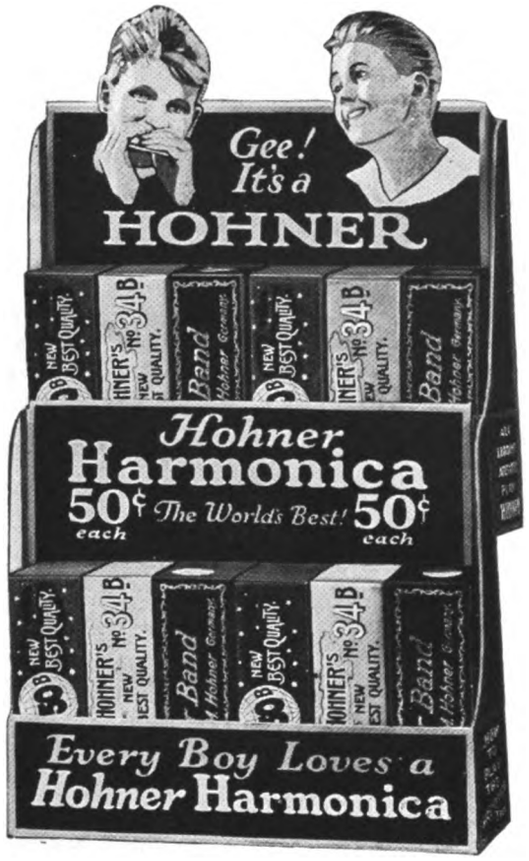
AND ALL HIS LITTLE BROTHERS AND SISTERS WILL BE WELCOMED BY THE KIDDIES OF THE LAND.

ORDER NOW

AVERILL MFG. CORP.
37 UNION SQ. WEST.
NEW YORK

Rooms 715-722-724, Hotel Breslin, during Toy Fair

Digitized by Google



No. 410. "GEE! IT'S A HOHNER" ASSORTMENT

Every dealer should know—

that in every hamlet, town and city in the country, there is a daily demand for quality Harmonicas. People have come to know the world of pleasure and abundance of real good music that Harmonicas afford. Every man, woman and child is a logical prospect for these joy-giving instruments, and your only concern, Mr. Dealer, need be to have a representative assortment of standard dependable Harmonicas on hand to fill the demand.

The dealer wishing to give his customers satisfactory and serviceable merchandise would do well to recommend and sell the world-famous HOHNER brand. This product is one that has been known to the public for over sixty-four years, having served them satisfactorily in every degree and brought untold profits to the retail dealers. Buying Hohner goods is a safe investment—no risk is assumed, profits are certain.

Every retail dealer in the country should have on his counter the new "GEE! IT'S A HOHNER" Assortment No. 410, ilustrated in this advertisement. This display surely sells Harmonicas, lots of them, which spells substantial and gratifying profits for all who display it. Contains twelve genuine Hohner Harmonicas, Nos. 34B, 50B, 132, which retail at 50 cents each. The Assortment costs $4.10 and returns almost 50 per cent. cash profit.

Ask Your Jobber

M. HOHNER

114-116 East 16th Street **New York City**

Hohner Products Awarded First Prize at the Panama-Pacific International Exposition, San Francisco, 1915

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Child Improvement Outfits

(PATENTED IN THE UNITED STATES AND CANADA)

Useful and Attractive — Instructive and Entertaining







AT THE TOY FAIR, Feb. 6th to March 11th

HOTEL IMPERIAL

ROOM 133

Broadway and 32nd St., New York City

- Wonder Nature Stories
- Bird Wonderland
- Animal Wonderland
- Wonder Garden
- Wonder Speller
- Funny Face
- Playland Reader
- Alphabet
- Bird Wonder Speller
- Ideal Speller
- Playtime
- Wonder Numbers
- Lost Letter
- Wonder Multiplication
- Table 1 to 5—6 to 10
- Garden Speller
- Animal Set-Ups

Printed in English, Spanish and Portuguese.
Beautiful Natural Colors.

Size, 8½x12½ ins. Boxed. Retail price, $1 each. Postage 15c each
Half Size, boxed. Retail price, 75c each. Postage, 8c each

SOLE MANUFACTURERS—Infringements will be prosecuted.

IDEAL BOOK BUILDERS, Publishers

9 South Clinton Street, Cor. Madison - - - - CHICAGO, U. S. A.

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ANNOUNCEMENT

We wish to announce that we have added to our regular line of Gauze Masks a new line of PAPER MASKS from our factory abroad which it will be to your advantage to inspect before purchasing your Mask requirements.

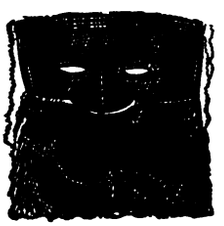


MASKS



THE UNIVERSAL TOY





The Largest Line of Masks for Halowe'en, Thanksgiving, Christmas, Masquerades, Fraternal Orders, Carnivals, &c







ROOM 702 HOTEL BRESLIN
New York During Toy Fair,
February 6th to March 11th, 1922

Permanent Displays
939 Drexel Bldg., Philadelphia
HENRY F. MARQUARDT, Representative
Factory Show Room
503 Metropolitan Ave., Br'kl'n, N.Y.

DON'T FAIL TO SEE OUR EXCEPTIONAL VARIETY OF ASSORTMENTS INCLUDING A LARGE NUMBER OF VERY ATTRACTIVE CHARACTERS AT UNUSUAL PRICES!

Illustrated Catalogue Sent Upon Request.

DESSART BROTHERS

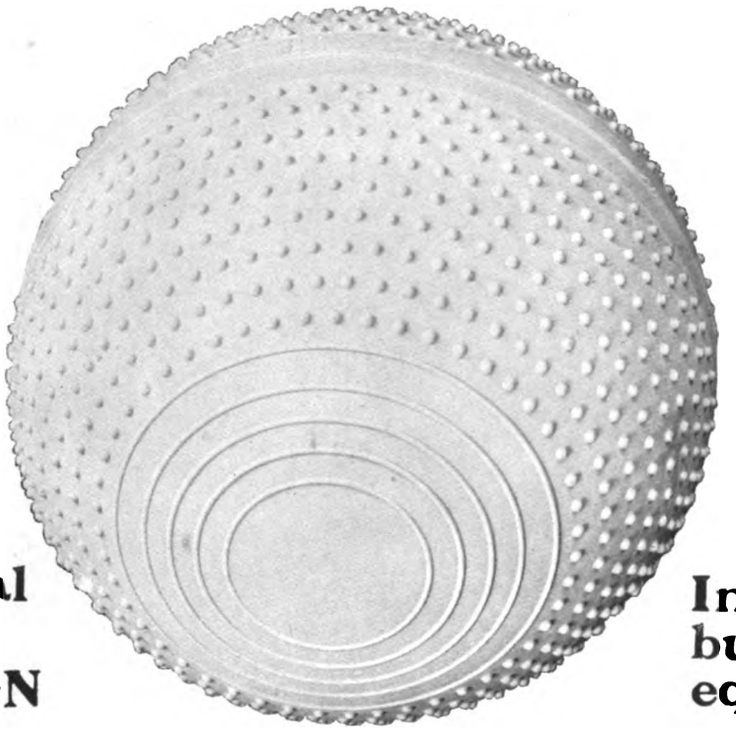
ESTABLISHED 1871
THE LARGEST MANUFACTURERS OF
GAUZE AND PAPER MASKS
IN THE WORLD

Luloups or Half Masks, Curtain Masks, Hoodwinks, Wire Masks, Mask Fasteners, Masquerade Suits, Santa Claus Outfits, Wigs, Beards, Mustaches

503-509 Metropolitan Ave., Brooklyn, N. Y.

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PARAMOUNT
SEA GULL PLAY BALLS



Original GOLF DESIGN

Imitated but not equalled

The most popular rubber play ball in America

The golf design for rubber play balls was originated by Paramount Rubber Consolidated, Inc. The great popularity of this design is evidenced by the large number of other manufacturers who have imitated it. But the original Paramount Golf Design stands out above all imitations, and the kiddies like it best. It has created a new fashion in rubber balls. You can get the Golf Design in one color, or decorated with brilliant stripes that will not peel or wash off.

Like the many other Paramount Rubber Balls, the Golf Design comes in a wide range of sizes, up to 7 inches diameter. Order a good supply from your jobber.

Be sure you get Paramount—not an imitation.

Paramount Rubber Consolidated, Inc.
5232 Germantown Ave. PHILADELPHIA, PA.

TOY MFR'S U.S.A. AMERICAN TOYS

Digitized by Google

IN ROOM 221

Hotel Imperial
New York City

You will find a complete line of quick selling Paper Toys that will net you a good profit.

Don't leave the big

TOY FAIR

without looking at this popular priced line which includes:

PAPER DOLLS
DOLL HOUSES
DOLL FURNITURE
TOY VILLAGES

Also our patented line of quick moving

FOLD-A-WAY TOYS

RAILROADS
FIRE DEPARTMENTS
STEAM SHIPS
GARAGES, ETC.

All to be cut out, set up and played with

See us at the Fair

ROOM 221
Hotel Imperial

or write for samples and prices.

AMERICAN COLORTYPE COMPANY
1151 Roscoe Street, Chicago



This cut shows PRETTY KITTY, actual size in full color. This is just one of 216 varieties, styles and sizes of paper dressing dolls in our magnificent line.

(See other side of this page)

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A Quality Line at Bed-Rock Prices



Here's a full color line that sells for the price of ordinary post cards, tags and seals. Put up in new sales stimulating Counter Display Assortments that act as automatic salesmen. Sold in bulk or in special combination packages to order—also in **5** and **10**c packages of popular assortments.



American Colortype Company

1151 Roscoe Street, Chicago

See this Profit Making Line at the Toy Fair,

ROOM 221

or write for samples and prices.





Also Valentines, Easter, Birthday and other Holiday Goods











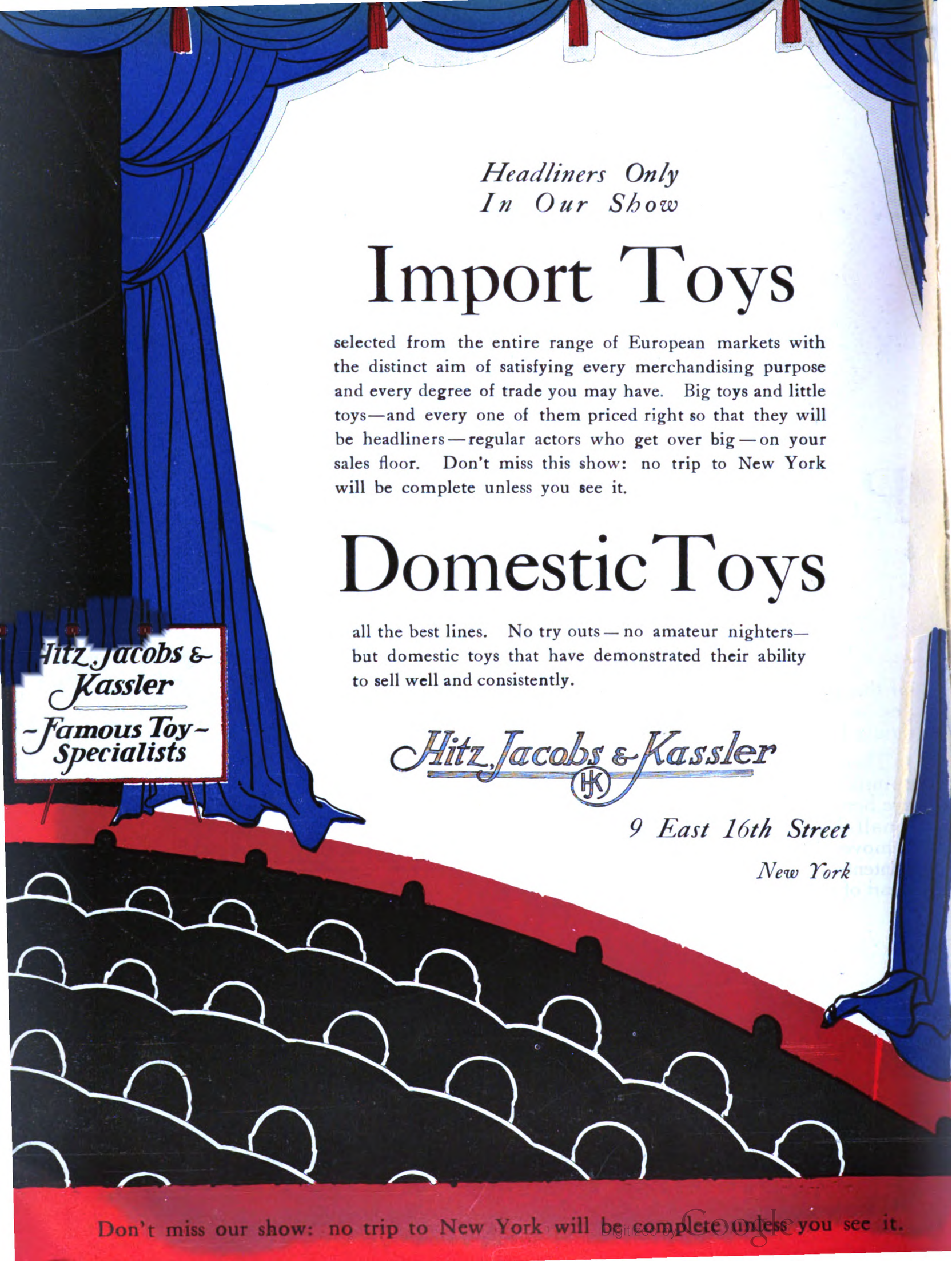




(See other side of this page)

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KIDDIE JOY LINE
One of the largest and most completely stocked toy showrooms in New York
Performance continued on other side



Headliners Only
In Our Show

Import Toys

selected from the entire range of European markets with the distinct aim of satisfying every merchandising purpose and every degree of trade you may have. Big toys and little toys—and every one of them priced right so that they will be headliners—regular actors who get over big—on your sales floor. Don't miss this show: no trip to New York will be complete unless you see it.

Domestic Toys

all the best lines. No try outs—no amateur nighters—but domestic toys that have demonstrated their ability to sell well and consistently.

Hitz, Jacobs & Kassler
HK

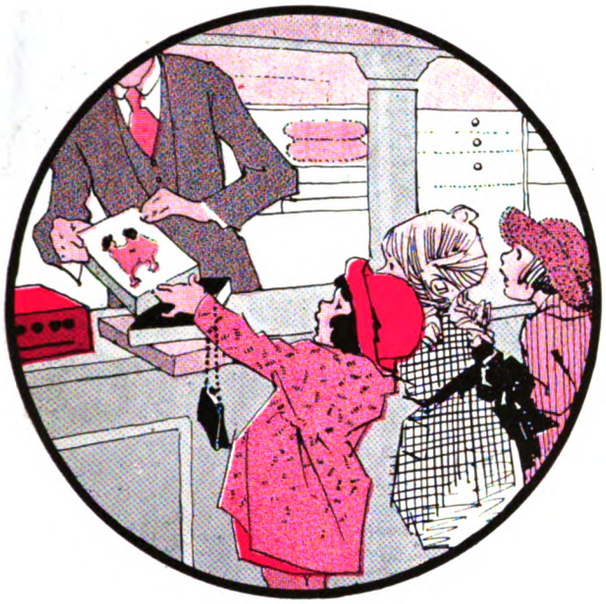
9 East 16th Street
New York

Don't miss our show: no trip to New York will be complete unless you see it.

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See Other Side

The Little Trade of Today Makes the Big Trade of Tomorrow



Cinderella DAINTY DOLL DRESSES

Popular Prices - Big Profits

10-25-50c SELLERS

New Styles Now Ready

SOME idea of the charming color and styles of our doll clothes may be gained from the illustrations on the other side of this page. It is the design that's on the top of every box — a silent salesman that brings business.

There are dresses, rompers, caps, aprons, complete wardrobes of tiny garments. They are honest-to-goodness clothes too, that the small Miss may button and unbutton, remove, wash and change to her heart's content. They appeal instantly to the mother heart of every girl or woman.

A SMALL space on your counter for our attractive display will create immediate business. This display is arranged in three panels and shows the different garments at a glance. All you need to do is add a price ticket to produce profitable sales. A doll redressed with a Cinderella wash dress is better than a new doll.

Send for the sample book now. That is all we ask because we know that you will want to order when you see this attractive line.

Every Little Girl's Happiest Dream Is a Doll With a Complete Wardrobe

To the Jobbers:

We furnish elaborate counter display and sales books for your use. They will add dollars to your sales totals and every dollar will carry a good profit.

FOR SALE BY LEADING JOBBERS

See Our Complete Line While Visiting the New York Toy Show

G. W. Eade & Co. AURORA, ILLINOIS

Fold Here, Tear Off and Mail Today

G. W. EADE & COMPANY, Aurora, Illinois

Please send me your big sample book showing the New line of Eade's Cinderella Dainty Dresses for Dolls.

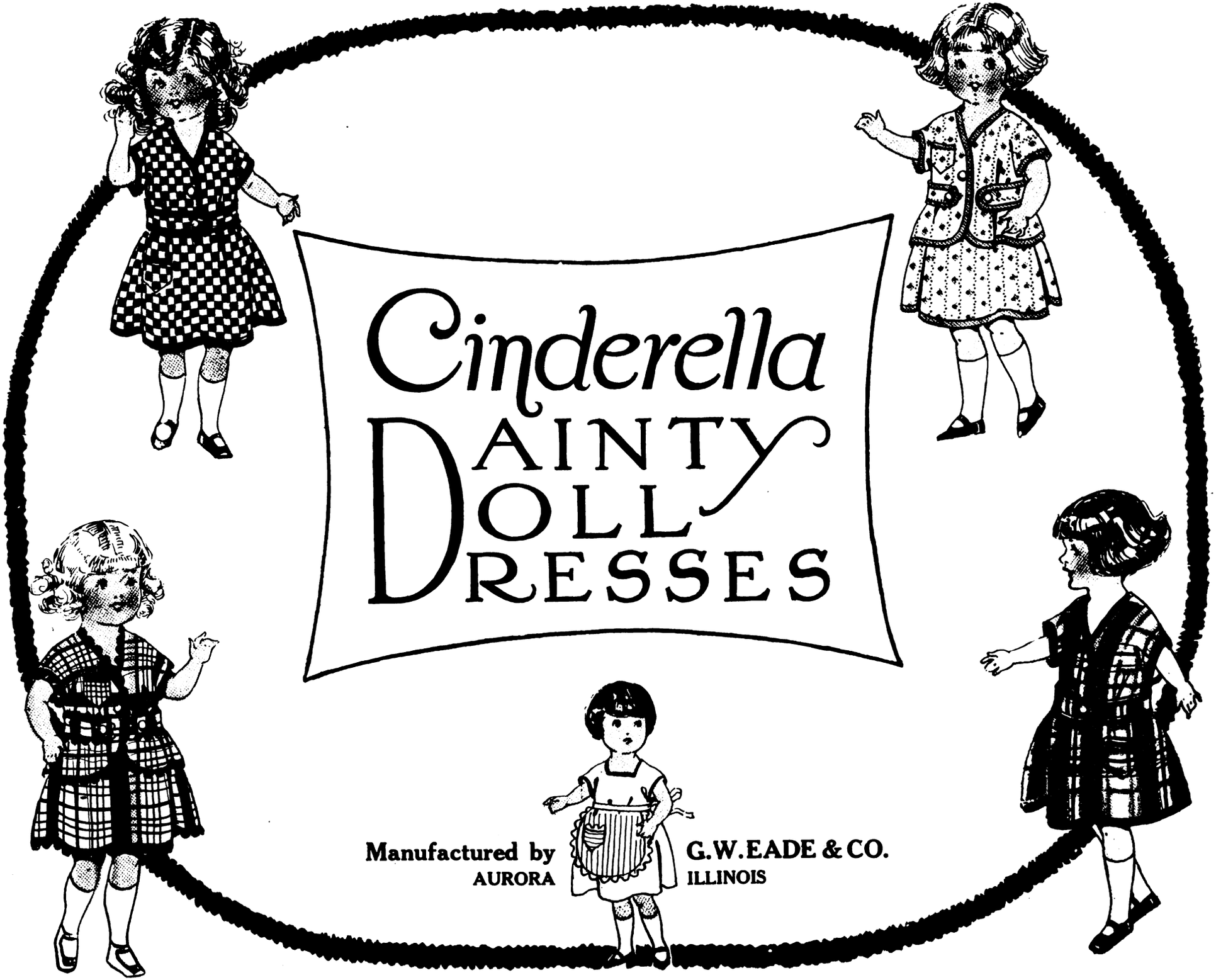
Name.....

Company.....

City..... State.....

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See Other Side

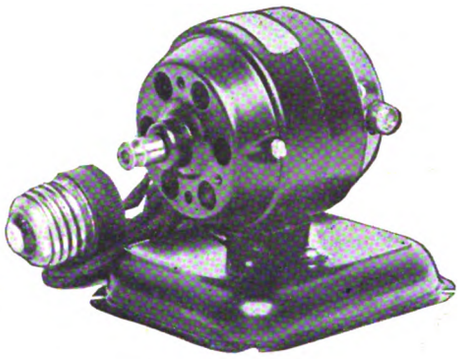


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RECORD BREAKING VALUES

Motors That Sell

$5



No. P-56-G

The Leader of Them All. The Most Widely Sold Motor in the World.

UNIVERSAL
110 Volt Motor



P-52

Was ~~$1.50~~
Now $1.00

Was ~~$2.25~~
Now $1.50



P-58



P-53

Was ~~$2.25~~
Now $1.50

Was ~~$2.50~~
Now $2.00



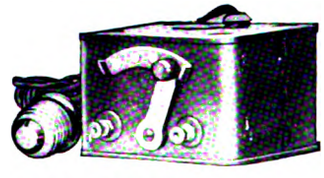
No. 275 Shocker



P-73-B

WHILE THEY LAST $2.50
Was ~~$5.00~~

Was ~~$6.50~~
Now $5.00



P-60-C Transformer

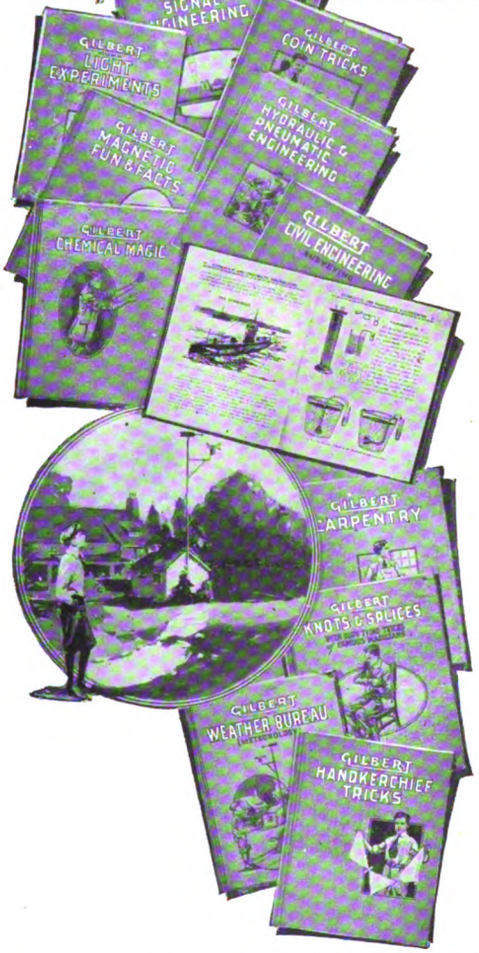
GILBERT TOYS

SEE US AT THE TOY FAIR—IN THE FIFTH AVENUE BUILDING

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BIG PRICE REDUCTIONS





The Master Hand

Library of Boys Books

CLOTH BOUND

Was ~~$1.00~~ Now 50c

PAPER COVERS

At 25c

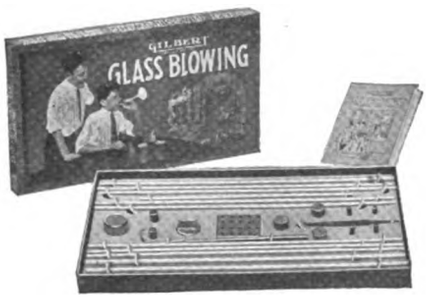
Price Cut in Half + Demand Created by Exclusive Book National Advertising + Large Dealer Profits + The Addition of Four Popular Boy Subjects as follows: Wireless, Athletics, 100 Stunts with Motor, Electrical Toys and Tricks, Makes This the Greatest Book Propositon on Earth.

GILBERT TOYS

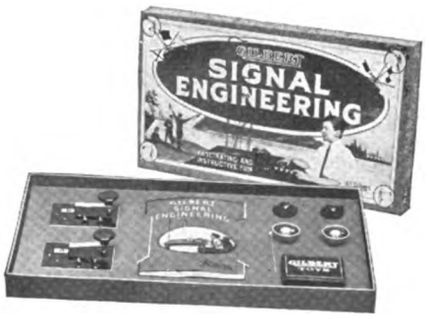
SEE US AT THE TOY FAIR—IN THE FIFTH AVENUE BUILDING

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RECORD BREAKING VALUES
NOW AT TOY PRICES



No. 6545
Was ~~$5.00~~. Now $2.50



No. 6541
Was ~~$5.00~~. Now $1.00

Them as Playthings.

At These Prices They Are Bound to be Among the Most Popular Toys of 1922.



No. 6550
Was ~~$7.50~~. Now $2.50



No. 6502
Was ~~$10.00~~. Now $5.00



No. 6516
Was ~~$10.00~~. Now $5.00

GILBERT TOYS

SEE US AT THE TOY FAIR—IN THE FIFTH AVENUE BUILDING

Digitized by Google

BIG PRICE REDUCTIONS

LOOK AT THESE $1.00 LEADERS IN MAGIC TOYS



No. 2001
Was ~~$1.50.~~ Now $1.00



No. 2000
Was ~~$1.50.~~ Now $1.00



No. 2020
Was ~~$2.50.~~ Now $1.00



No. 2021
Was ~~$2.50.~~ Now $1.00



GILBERT TOYS

SEE US AT THE TOY FAIR—IN THE FIFTH AVENUE BUILDING

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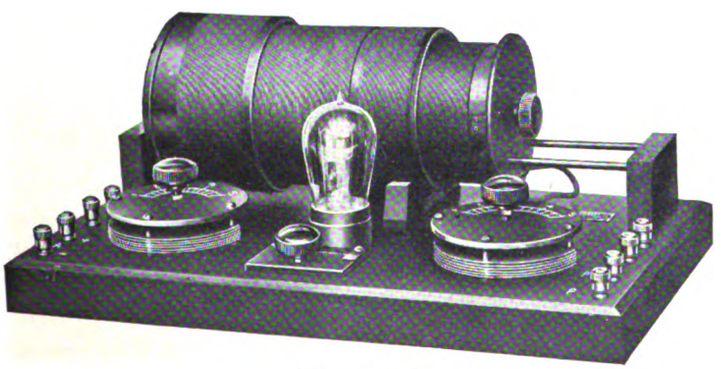
RECORD BREAKING VALUES

The Most Talked of Toy Today

Radio Telephony and Telegraphy

HEAR THE HUMAN VOICE—

MUSIC THROUGH THE AIR WITH THESE NEW SETS



No. 4015
This Professional Set $25.00



No. 4016
This Amateur Set $10.00, Complete

Let Us Tell You How to Build Up a Radio Business in Your Store

GILBERT TOYS

ASK FOR OUR SPECIAL RADIO PROPOSITION

SEE US AT THE TOY FAIR—IN THE FIFTH AVENUE BUILDING

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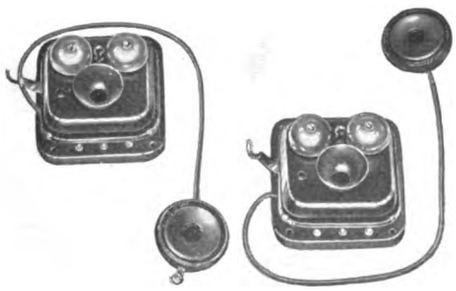
BIG PRICE REDUCTIONS
SCIENTIFIC SETS ARE



No. 3005
100 Stunts With An Electric Motor
With Book By A. Frederick Collins
$5.00



No. 6533
Was ~~$5.00~~. Now $1.00
(Without Thermometers)



No. 3507
Separate Phones
Was ~~$7.50~~. Now $5.00

Scientific Toys Are Increasing In Popularity The Public Now Appreciates the Educational Value of



No. 6504
This Set $1.00



No. 6525
Was ~~$15.00~~. Now $10.00

GILBERT TOYS

SEE US AT THE TOY FAIR—IN THE FIFTH AVENUE BUILDING

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RECORD BREAKING VALUES

AND PRICES

No. 5002	Was $	~~1.50~~	Now $	1.00	Was ~~$8.75~~
No. 5008	"	~~5.00~~	"	3.00	
No. 5010	"	~~15.00~~	"	10.00	

Now

$5



No. 5009

45 Chemicals With Apparatus
Big Wooden Box---220 Page Book
With 453 Facinating Experiments

Positively the Greatest Toy Chemistry Values in the World

GILBERT TOYS

SEE US AT THE TOY FAIR—IN THE FIFTH AVENUE BUILDING

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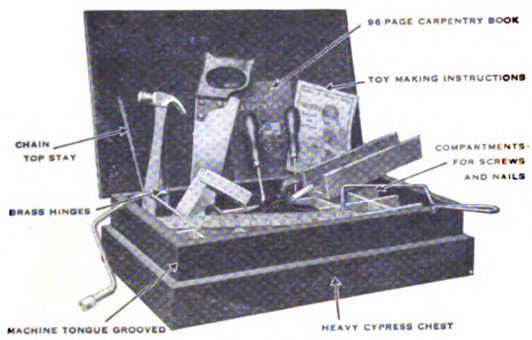
BIG PRICE REDUCTIONS

Carpentry Outfits

This Set $1.00



No. 700



No. 765

While They Last

$10.00 VALUE $ 5.00

25.00 VALUE 10.00

Get These Prices

No. 706 -- $2.50

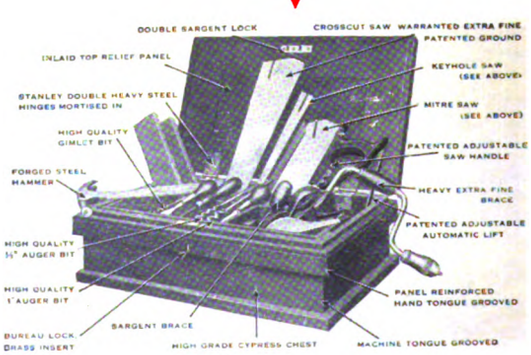
No. 711 -- $5.00

No. 726 Was ~~$13.50~~ Now $10.00

No. 736 " ~~$18.50~~ " $15.00

No. 741 " ~~$28.00~~ " $25.00

No. 750 " ~~$45.00~~ " $35.00



No. 770

GILBERT TOYS

SEE US AT THE TOY FAIR—IN THE FIFTH AVENUE BUILDING

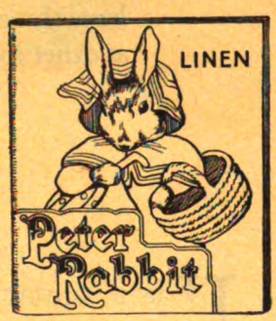
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GRAHAM
TOY BOOK LINE

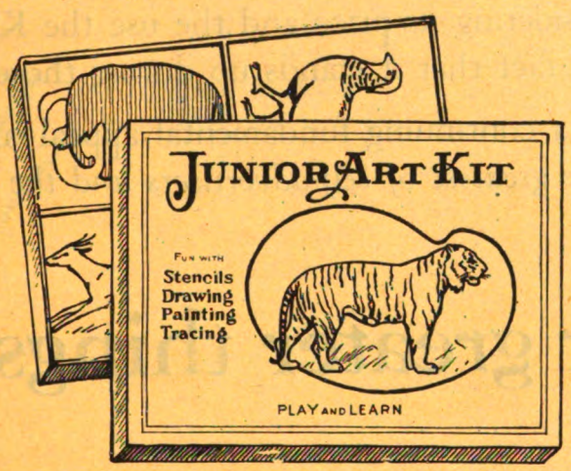
PAPER TOY BOOKS---From 5 to 50 Cents



SOFT LINEN and MOUNTED LINEN Toy Books
From 5c to $1.00



PAINTING, DRAWING and TRACING BOOKS
in all styles and prices from 5c to $1.25

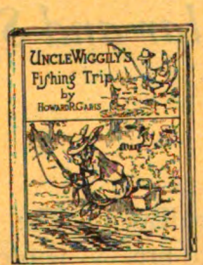


BOXED SETS
Stenciling Drawing
Painting Tracing
Cut Outs



The Famous UNCLE WIGGILY PICTURE BOOKS
BIGGER AND BETTER
Now made in Cloth Covers. 6 New Titles—12 in All





BOARD COVERED BOOKS
From 10 cents to 75 cents

CLOTH BOUND JUVENILE BOOKS
For Children of All Ages



COLORED JUVENILE BOOKLETS
All done in bright Litho Colors--Board Covers

Dainty Full Colored GIFT, BIRTHDAY and BABY BOOKS



CHARLES E. GRAHAM & CO.
NEWARK NEW JERSEY

AT BRESLIN TOY FAIR
ROOM 712

TOY MFRS. U.S.A.
AMERICAN TOYS

FIFTH AVENUE BUILDING
200 FIFTH AVENUE
NEW YORK

Digitized by Google

Why Kiddie-Kar sales keep up

From a mother's letter:

"Your KIDDIE-KAR is the best companion our babies ever had. We have three now and intend getting another for our youngest shortly."

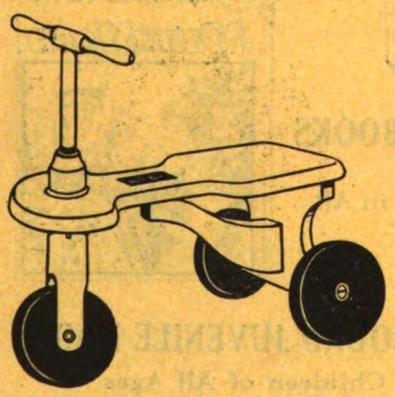
Another writes:

"My wife has just bought a KIDDIE-KAR because it is made by the same people who make the KIDDIE-KAR, of which we have two in the family that are still doing valiant service, and as beloved as ever."

IT is a remarkable fact that the KIDDIE-KAR *holds* the child love even for years. And considering its price and the use the KIDDIE-KAR receives, it is also a remarkable fact that it stands up during those years.

There you have it, a continuing fundamental appeal and continuing durability. Result: *The greatest of self-advertisers and the greatest of staples in juvenile vehicles!*

Now for greater things in 1922



KIDDIE-KARS

Regular and Special



That classic of juvenile vehicles, the KIDDIE-KAR REGULAR with wood wheels, is now back to prewar level to give the Kiddies a genuinely good steed at a genuinely low price. It is solidly built to stand hard knocks through every season and year after year. The new prices for 1922 are as follows:

LIST PRICES

No. 1	No. 2	No. 3	No. 4	No. 5
$1.00	$1.50	$2.00	$2.50	$3.00

The KIDDIE-KAR SPECIAL embodies the only real improvements that have been made in the original KIDDIE-KAR. It's equipped with double-disc steel wheels with fine roller bearings, accurate to one thousandth of an inch—big rubber tires and a superlative finish throughout. It is a revelation in quality at very reasonable prices:

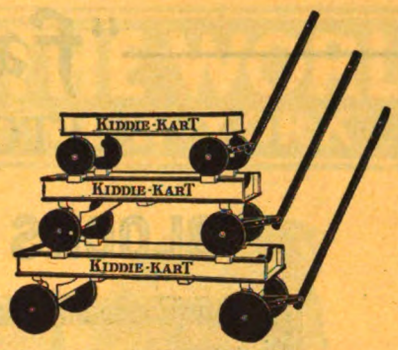
LIST PRICES

No. 101	No. 102	No. 103	No. 104	No. 105
$2.00	$3.00	$3.75	$4.50	$5.00

REAL KIDDIE-KARS ARE MADE ONLY BY WHITE

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KIDDIE-KART *Regular*



In popularity these little wagons are second only to the Special models of the KIDDIE-KART line.

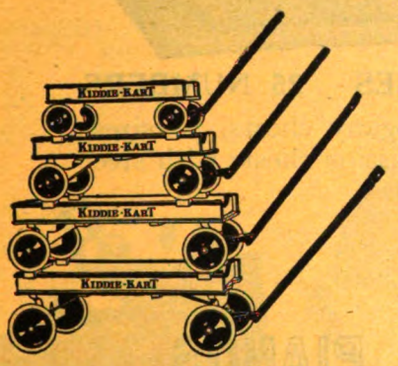
The *Regulars* are the best selling wood wheel play-wagons on the market because they are not only high-grade both in workmanship and finish, but also reasonably priced.

Here is proof of the high quality of construction and finish that can be put into an inexpensive play-wagon.

LIST PRICES

No. 201	No. 202	No. 203
$1.75	$2.75	$3.50

KIDDIE-KART *Special*



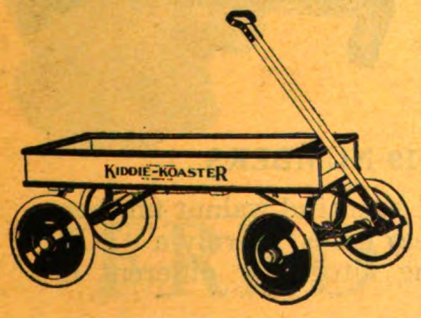
The KIDDIE-KART *Special*, first put on the market last year, was an instant success because it filled a definite need for a high-grade play-wagon at a reasonable price. It has the Disco Junior Steel wheels with accurately made roller bearings and big rubber tires. For 1922, these wheels have been still further strengthened with larger axles and heavier steel discs.

The KIDDIE-KART *Special* became a success because it was a quality play-wagon. It is better still for 1922.

LIST PRICES

No. 301	No. 302	No. 303	No. 304
$3.00	$4.00	$5.00	$6.00

The KIDDIE-KOASTER



This superb wagon, first marketed late in 1921, has already made a name for itself as a real aristocrat of coaster wagons.

Made with an all-steel gear and with heavy double-disc steel wheels which have the best roller bearings and one-inch rubber tires (on the rubber-tired models), it is an absolute dreadnaught in strength.

Its brand new features, such as the automobile hub-brake and an accurate front steering adjustment for safety, exemplify its unusual degree of mechanical perfection. Made of the finest materials throughout, smart in design and superlative in finish, the KIDDIE-KOASTER stands out as the handsomest of coaster wagons. Here are the new prices for 1922:

LIST PRICES

No. 605	No. 606	No. 705	No. 706
$11.00	$12.50	$13.50	$15.00

H. C. WHITE COMPANY

NORTH BENNINGTON VERMONT

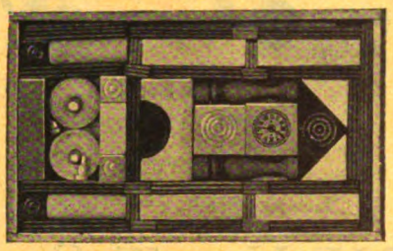
New York Sales Office: Fifth Avenue Building

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"Falcon" LINE

"TOYS THAT LAST"

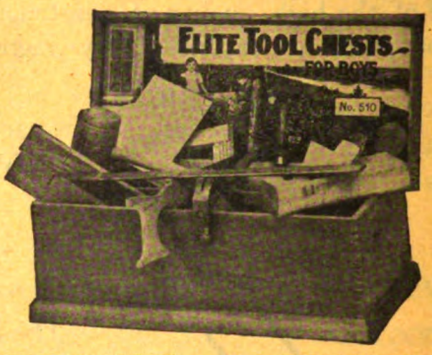
BLOCKS



SEVEN LINES—49 NUMBERS

Comprising Building, Spelling, Architectural, Wagon and Constructural Blocks.

TOOL CHESTS



TWO LINES — 25 NUMBERS

Elite mahogany chests, 17 sizes. Superior mission chests with steel tools, 8 sizes.

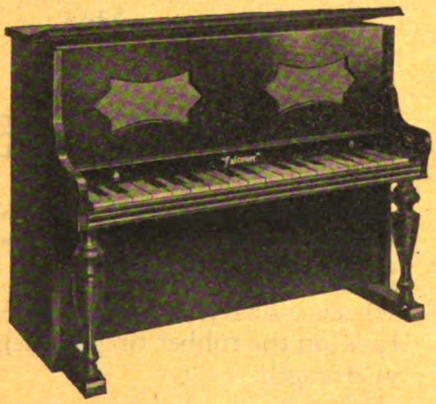
BLACKBOARDS

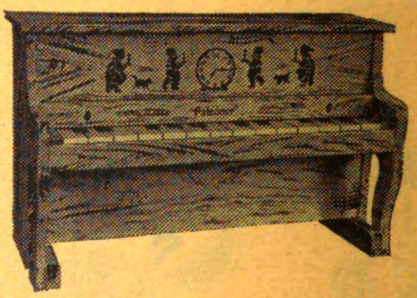
THREE LINES—11 NUMBERS

Desk, Easel and Wall Styles. Bright mahogany finish.



FALCONER PIANOS





THREE LINES—19 NUMBERS

Made in bright rosewood and beautiful walnut finishes. Durable construction and clear notes. Truly a "TOY THAT LASTS." Something altogether different in panel designs.

DO NOT FAIL TO SEE OUR DISPLAY

AMERICAN MANUFACTURING CONCERN

Factory: Falconer, N. Y., U. S. A. **New York Office: 806 Fifth Ave. Building**

SALES AND DISPLAY OFFICES

Room 806, Fifth Avenue Building - - - New York City
Owens Kreiser Co., 31 East 17th Street - - New York City
Geo. E. Dalton Co. - - Los Angeles, San Francisco, Denver

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A TOY MARKET FOR THE WORLD
FIFTH AVENUE BUILDING · NEW YORK

Perfection in Doll Necessities

"50 Years of Knowing How"







Real Hair and Mohair Wigs in All Fashionable Styles.

Doll Shoes, Slippers, Stockings, House Balls.

ESTABLISHED 1869

FRED K. BRAITLING

DOLLY DIMPLE
(Patented)
Repair Elastics
In all sizes for restringing dolls from 10 inches to 48 inches

FACTORY
BRIDGEPORT CONN.

NEW YORK OFFICE
AND SALESROOM
200 FIFTH AVENUE

Charter Members

TOY M'F'RS. U.S.A.
AMERICAN TOYS

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A TOY MARKET FOR THE WORLD
FIFTH AVENUE BUILDING · NEW YORK

DRUMS
TRUNKS
SWINGING HORSES
BLACKBOARDS
TOOL CHESTS
KIDDIE HORSES
CHIMES
TEN PINS
BEAN BAG GAMES
OUIJA
STOCK FARMS
STOCK CARS
ARKS
WAGON BLOCKS
HOBBY-HO

OLD TIM
FO
NEW TIM

ENTIRE NEW

Room 254

TOY M'F'RS. U.S.A. AMERICAN TOYS

A STARTLING ARRAY OF NO

25 cent Goods
50 cent Goods
$1.00 Goods
Higher Priced Goods

Prices That Appeal to All

MORTON E. CONV

Factory: Winchendon, Mass.

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A TOY MARKET FOR THE WORLD
FIFTH AVENUE BUILDING · NEW YORK

TIME PRICES FOR TIME GOODS

NEW LINE FOR 1922

Converse for Convenience
12 Lines in 1

Rosewood Furniture
BEDS
TABLES
BUREAUS
CHINA CLOSETS
CHAIRS
KITCHEN CABINETS
DESKS
DOLL FURNITURE

The Rosewood Line for Mine
Fast Supplanting White Enamel

WASH SETS
BUILDING BLOCKS
BILD-A-BOAT
STEEL YACHTS

TOY MFRS. U.S.A. AMERICAN TOYS

OF NOVELTIES AT POPULAR PRICES

NEW MODEL YACHTS — ALUMINUM FINISH
A NEW "BILD A BOAT" AT LOWER PRICES

Prices That Show Profits to Jobbers and Retailers

CONVERSE & SON CO.

New York Salesroom: 200 Fifth Avenue
(Fifth Avenue Building)

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THE EMBOSSING COMPANY, ALBANY, N.Y.

REG. U. S. PAT. OFF

TRADE ANNOUNCEMENT

As General American Agents for Harbutt's Plasticine, Ltd., Bathampton, Bath, England, we have been supplying the trade with their modelling material known as "Harbutt's Plasticine" and their various modelling outfits. This arrangement has terminated, and we discontinued the Harbutt's Plasticine line December 31, 1921.

We also wish to announce that The Embossing Company is now developing their own line embracing a complete assortment of modelling outfits, as well as the bulk modelling material, and a complete announcement concerning this new line will be sent you shortly.

STABUILT BLOCKS - A B C BLOCKS - BUILDING BLOCKS
SPELLING BLOCKS - COLOR CUBES - DOMINOES
CHECKERS - BEND-I-KINS - and other Specialties

THE EMBOSSING COMPANY

Main Office and Factory, Albany, N. Y.

New York Office and Display Room, Room 440, 200 Fifth Avenue, Corner 23rd St.

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THE EMBOSSING COMPANY, ALBANY, N.Y.

REG. U. S. PAT. OFF

THE EMBOSSING COMPANY'S STANDARD LINES for 1922 are now ready. Buyers visiting New York City will be welcomed at our display room in the Fifth Avenue Building, Room 440, 200 Fifth Avenue.

Our 1922 lines offer excellent values, and an assortment of items which will please you and your trade. The staple, sure selling, qualities of our lines were again demonstrated in 1921, and buyers may order our goods with confidence.

Our complete trade catalog with full information and actual illustrations will be mailed upon request.

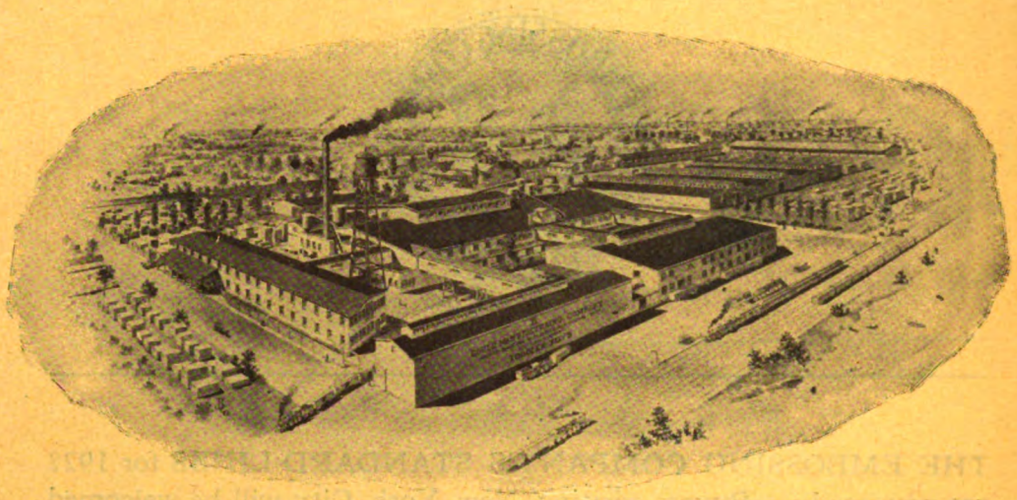
STABUILT BLOCKS - A B C BLOCKS - BUILDING BLOCKS
SPELLING BLOCKS - COLOR CUBES - DOMINOES
CHECKERS - BEND-I-KINS - and other Specialties

THE EMBOSSING COMPANY
Main Office and Factory, Albany, N. Y.

New York Office and Display Room, Room 440, 200 Fifth Avenue, corner 23rd St.

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A TOY MARKET FOR THE WORLD
FIFTH AVENUE BUILDING · NEW YORK



THE PLANT BACK OF

Toddler Toys

"Beautiful toys that are durable"

ON DISPLAY AT

Imperial Hotel—Room 347 Fifth Ave. Bldg.—Room 456

Children's Vehicles—Shoo Flies—Coaster Wagons
Hobby Horses—Rocking Horses

Get a Copy of Our New Catalog and Price List. They Are Interesting.



The Richards Co.

200 Fifth Avenue
Fifth Avenue Building
New York

EXCLUSIVE SALES REPRESENTATIVES

GOULD MANUFACTURING CO.

ESTABLISHED 1867

OSHKOSH, WISCONSIN

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This new 2 gauge electric locomotive is a wonder. It runs on 2¼-inch track and is an exact copy of the newest type of New York Central Electric Locomotives.

A Knockout

IN THE season just past our standard gauge line of electric trains has proved to be one of the biggest selling items in the history of the toy business.

Since we first announced these wonderful trains a year ago we have been running our factory full blast, and even yet orders are pouring in. No toy department can be complete without a full line of Ives Trains, both electric and mechanical and Ives Boats. One of the newest items is a line of model sailing yachts.

We are glad to be able to announce substantial price reductions all along the line.

If you are not already acquainted with Ives Toys, send for our catalogs.

THE IVES MANUFACTURING CORPORATION
213 HOLLAND AVE. BRIDGEPORT, CONN.

New York Office: 200 Fifth Avenue

IVES TOYS

Ives Toys
Make Happy Boys

TOY MFRS. U.S.A.
AMERICAN TOYS

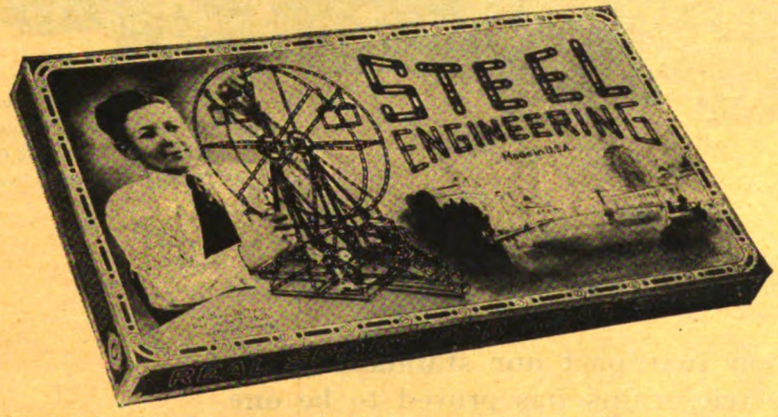
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Announcing

STEEL ENGINEERING

A New and Marvelous Steel Construction Toy

A REAL TOY FOR A BOY!



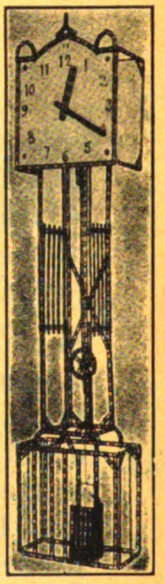
We predict that this will be the fastest and biggest selling construction toy ever put on the market and will stimulate sales in every Toy Department on account of—

Its unique and realistic models.
New and perfected type of curved girders.
The Unlimited Models that each set can build.
The popular price of each set—In reach of everybody's pocket-book.
The 100% value with each set.
Its big illustrated manual.

Each set will build more realistic models than any other construction toy ever put on the market.

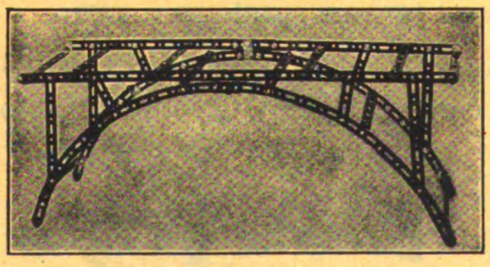
Sets will retail from $1.00 to $25.00.

The big attractive $5.00 set contains a sturdy, efficient electric motor. Don't miss the wonderful proposition that we have to offer on this new and marvelous toy. It's a real proposition for the wide awake merchant —With Big Profits.



This clock stands five feet high, made entirely with Steel Engineering Parts and actually runs.

See our attractive display at Room 364, No. 200 Fifth Ave. (Fifth Ave. Building), New York, N. Y., also the models, advertisement material, etc., that are given gratis with each order.



Your catalog and proposition are waiting for you. Just drop us a post card and you will have them by return mail.

KEL MET CORPORATION, 200 Fifth Ave., New York, N. Y.

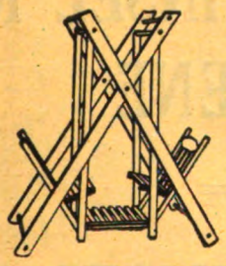
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A TOY MARKET FOR THE WORLD
FIFTH AVENUE BUILDING · NEW YORK

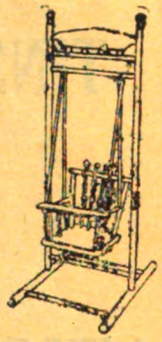
MASON

OUR NEW SALESROOM
FIFTH AVE. BUILDING, 200 FIFTH AVE.
Room 805

TOY MFRS. U.S.A. AMERICAN TOYS







Visit Our New Salesroom and See Our Many New Numbers

There's Only One Mason Line

THE MASON MFG. CO.

Salesroom 805 Fifth Avenue Building
200 Fifth Avenue, N. Y. C.

Factory So. Paris Maine

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A TOY MARKET FOR THE WORLD
FIFTH AVENUE BUILDING · NEW YORK

Room 445



TRADE MARK

Room 445

Tinsel Garlands

Christmas-tree Ornaments

TINSEL CORD TINSEL RIBBON
RIBBONZENE

NATIONAL TOY & TINSEL MFG. CO.

Permanent Sales Office:
ROOM 445, FIFTH AVE. BLDG., NEW YORK CITY

General Office and Factory, MANITOWOC, WIS.

Canadian Office and Factory:
TINSEL MFG. CO., LTD., TORONTO, ONT.

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A TOY MARKET FOR THE WORLD
FIFTH AVENUE BUILDING · NEW YORK

REGISTERED TRADE MARK
CHEMCRAFT
THE CHEMICAL OUTFIT

New York Sales Office Now in the

Fifth Avenue Building

Room 428 200 Fifth Avenue

All Buyers are Urged to See the Porter Lines for 1922, including various new items and improvements on present Products



CHEMCRAFT
Sachet Craft
Character Craft
Star Craft
"Whiff"

THE PORTER CHEMICAL CO.
Porter Products Put Science at Your Service
FACTORY AND EXECUTIVE OFFICES
HAGERSTOWN, MARYLAND

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Out of the Old and Into the New!

STRUCTO is going strong. Dealers everywhere have sold out their stocks to a host of satisfied customers. Youths all over the country are now building and operating their STRUCTO Toys and learning how the real automotive machines are built and run.

Structo is pleased to have had such a strong demand for its Educational Toys during the year just passed and is determined to do all it can to better serve the trade through this new and greater year. The same good selling items will be continued in 1922 and certain improvements and refinements will be added where possible.

Two very new items to the Toy Trade have been added to the Structo Line. They will be on display at the Toy Fair and announcement will be made in an early issue.

Structo takes this opportunity of thanking all of its good dealer friends throughout the country whose excellent cooperation and service helped so much to make the year just closed so good for the Structo Line.

STRUCTO MFG. CO.
Main Office and Factory
FREEPORT, ILLINOIS

New York Sales Office
200 Fifth Avenue, New York

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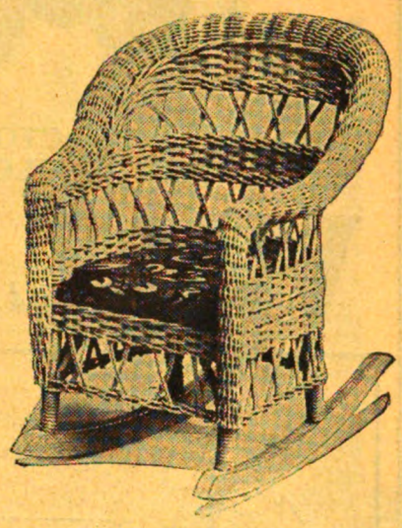
A TOY MARKET FOR THE WORLD
FIFTH AVENUE BUILDING · NEW YORK



TOPLIFF-ELY CO.
WASHINGTON, PA.

Manufacturers of

Collapsible Go-Carts
Loom Woven Fibre Reed Carts
Fibre Reed Stroller Carts
English Perambulators
English Fibre Cabs
Toy Reed Furniture
Juvenile Reed Furniture



ANNOUNCE THE
Opening of Permanent Showrooms
IN THE
Fifth Avenue Building
Room 232
IN CHARGE OF
JOHN P. CURRAN

Make his office yours while in New York. Let him help you.

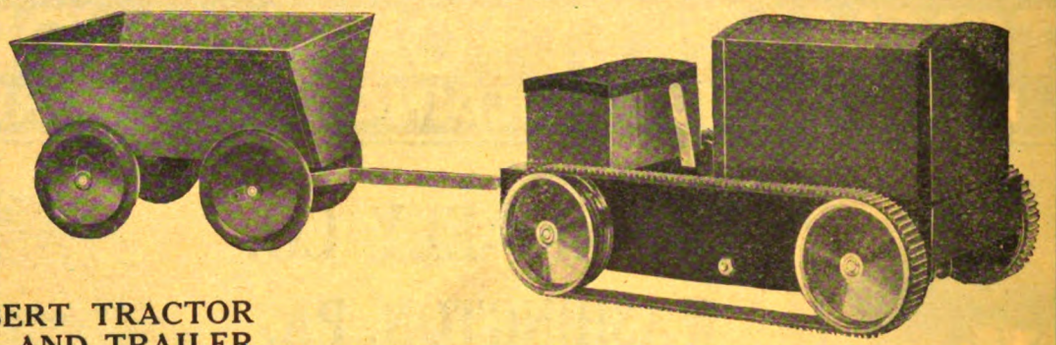




ALSO SHOWING AT
Breslin Toy Fair
Rooms 518-520

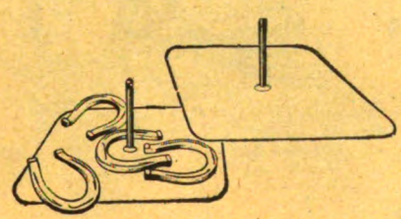
BABY CARRIAGES SHOWN CHICAGO, JANUARY, 1411 MICHIGAN AVENUE

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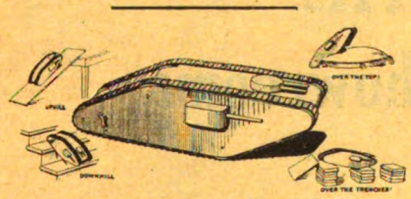
WALBERT TRACTOR AND TRAILER

WALBERT TOYS



PITCH 'EM

A rubber horseshoe game enjoyed by young and old. A "Pitch 'Em" set consists of four rubber horseshoes reinforced with steel. Two green enameled metal plates (12"x12") serve as a base for nickel plated center pegs. Can be played either indoors or out.



YANKEE TANK

A floor toy of real fascination and merit patterned after the real fighting tanks. Pulls and climbs over unbelievable obstacles, up hill, down hill or down stairs at the same rate of speed.



STREET CAR

A wonderful reversible toy. Will travel about 80 feet if unobstructed. When it strikes an object it stops, a bell rings, and it automatically starts in the opposite direction.

WALBERT TOYS have the distinction of appealing to young and old. In PITCH 'EM and PITCH 'EM WINKS, the indoor horseshoe games, the whole family plays. Another of our big leaders is the Walbert Caterpillar Tractor, pictured above and capable of pulling half a dozen trailers. This tractor as well as all our other toys are "action" toys—the kind that give unlimited joy to children.

Steadily Increasing Demand

Since our first year, Walbert Toys have met a steady and constantly increasing demand. During 1922 we are prepared to supply our customers in larger volume than ever before and at lower prices. Walbert Toys are all year toys, built to last and to bring customers back for more. Place orders early for best prices and best service.

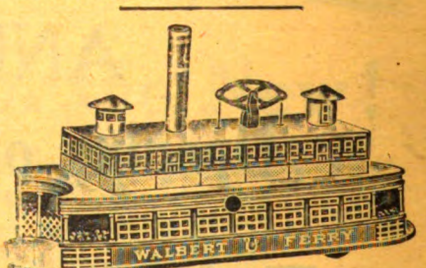
Visit Room No. 511

Buyers are cordially invited to visit our display at the 1922 Toy Fair, Hotel Breslin, New York —February 8th to March 12th.



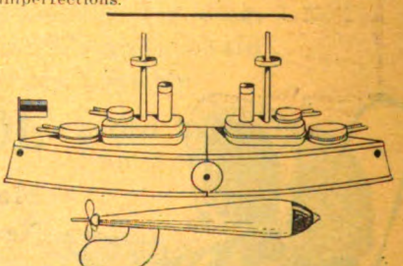
PITCH 'EM WINKS

A table horseshoe game. Shoes are made of aluminum and are shot at stake from small felt pads. Center stake consists of attractively finished green enamel plate with nickel plated post.



FERRY BOAT

A toy similar to the Street Car. No need to chase after these toys as they **automatically** reverse direction when they strike any object. Every toy is substantially built. Motors are guaranteed against mechanical imperfections.



BATTLE SHIP

A realistic water toy of steel construction. Operated together with self-propelling torpedo. When torpedo strikes target on side, ship slowly fills with water and sinks.

Remember the time—remember the place—and Room 511

WALBERT MANUFACTURING CO.

925-41 Wrightwood Ave. **CHICAGO, ILL.**

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A Million Homes WANT Our Motion Picture Machines

Mr. Wholesaler and Mr. Dealer,

A virgin and unlimited field awaits you.

"Kinograph" is coming faster than anything else in the business.

Digest these facts:

1. Our latest models of machines, built by master craftsmen and designers, with our own made parts, produced in our own modern manufacturing plant, are acclaimed by expert critics to be the best.

2. Our organization is backed by ample capital and a strong, efficient executive staff.

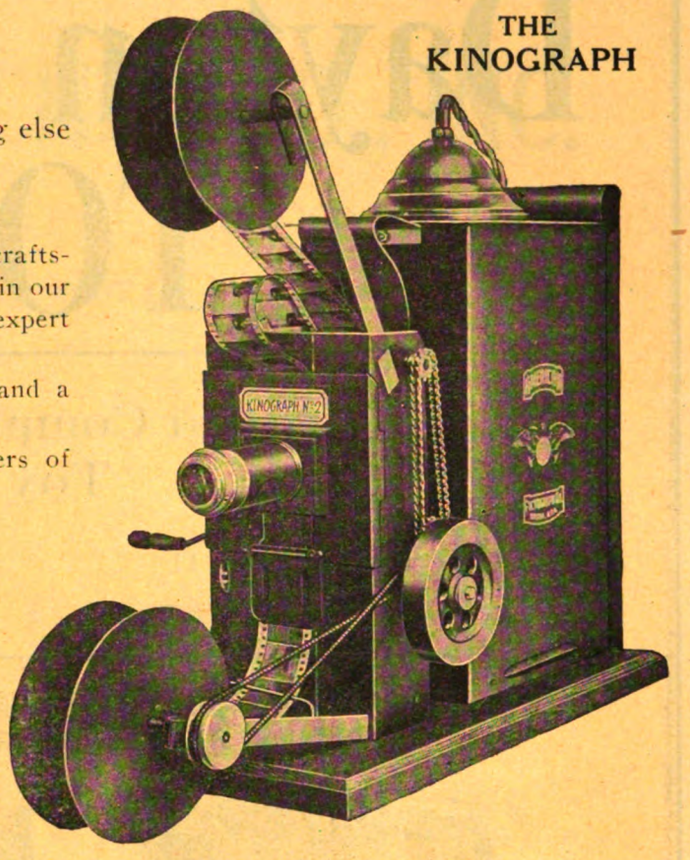
3. Our policy is liberal, and we assure our dealers of strong, loyal support in all matters.

4. Unlimited film service.

Cooperate with us and enjoy BIG sales with LARGE profits.

Our new models ranging from $5.00 to $30.00 will be on exhibit at the New York Toy Fair, Feb. 6 to Mar. 11, **Hotel Imperial, Room No. 316. Come and see us.**

THE KINOGRAPH



American Pictograph Company

MANCHESTER, N. H.

Bissell's Toy Sweepers

To retail profitably at 25c to $1.50







The line that is really attractive

See them with improved features at Room No. 268, Hotel Imperial, New York Toy Show, February 6—March 11.

Bissell Carpet Sweeper Co.

GRAND RAPIDS, MICH.

New York Office and Salesroom—46 West Broadway **Oldest and Largest Sweeper Makers**

"Put your sweeping reliance on a Bissell's appliance."

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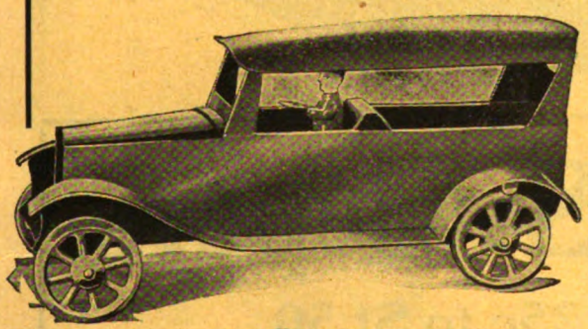
Dayton Friction TOYS

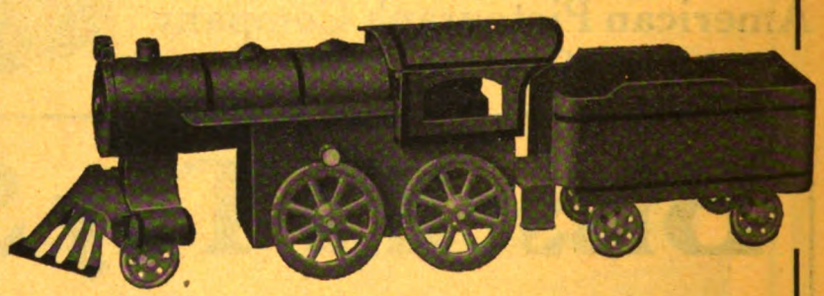
See Our Complete Line at the Toy Fair

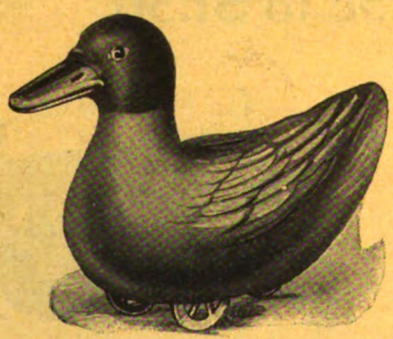
Feb. 6—Mar. 11
Room 814

HOTEL BRESLIN

JUST A FEW OF THE LINE THAT HAS ESTABLISHED A NEW SALES RECORD THIS CHRISTMAS







Here is the No. 500 Locomotive and Tender. So strong it will bear the weight of a man, and so powerful it'll pull a train. Finished in Red, Green and Gold, 24" long.

The Touring Car and Duck pictured above are splendid examples of the DAYTON FRICTION LINE.

"Nothing Can Break Because There Is Nothing To Break"

WRITE FOR CATALOG AND PRICES

The Dayton Friction Toy Company

DAYTON, OHIO

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BAHNER, DOSCHER CO., INC.

873 BROADWAY NEW YORK CITY

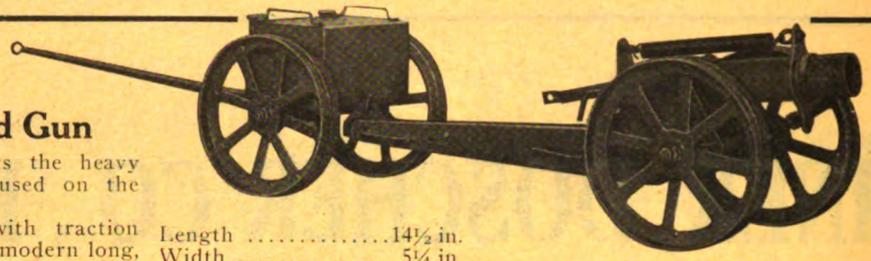
CORNER 18TH STREET

DOLLS, TOYS, HARMONICAS
TREE ORNAMENTS
EASTER & HALLOWE'EN NOVELTIES
PREMIUM GOODS
DICE & STATIONERY ARTICLES
ALUMINUM-WARE
NOTION & SUNDRY SPECIALTIES

Chicago Sample Display, 335 Palmer House

C. M. Kortright, in charge

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5.9 Field Gun

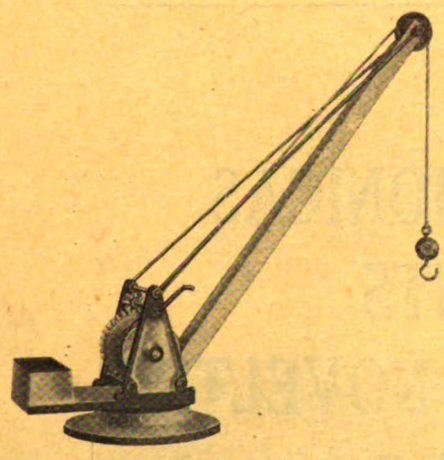
This represnts the heavy field howitzer used on the Western front.

It is fitted with traction wheels, and the modern long, low trail; shoots a wooden shell of the correct shape about 14 feet.

Finished in red and black enamel.

Length .....14½ in.
Width ..... 5¼ in.
Height ..... 5 in.
Weight (packed) .... 3½ lbs.

Cannon furnished separately if desired.



Jib Crane

This is really more in the nature of a working model than a toy, and represents a Jib Crane as used at Railway Freight Stations, Wharves, etc.

It is largely made of cast iron, has wide gears and is thoroughly constructed throughout.

Length .....14½ in.
Width ..... 4¾ in.
Height .....14 in.
Weight (packed) ..... 4½ lbs.

Finished in attractive colors and packed in strong, corrugated box.

CARLIN TOYS

Full of Action For Live Boys

Carlin Toys are close reproductions of the real thing. They are heavily constructed and appeal to He-Boys who want manly toys.

War toys were popular before the war and will always be popular. Be sure to order plentifully of these sturdy toys.

D. N. CARLIN CO.

127 Denniston Avenue, PITTSBURGH, PA.

9.6 Heavy Howitzer

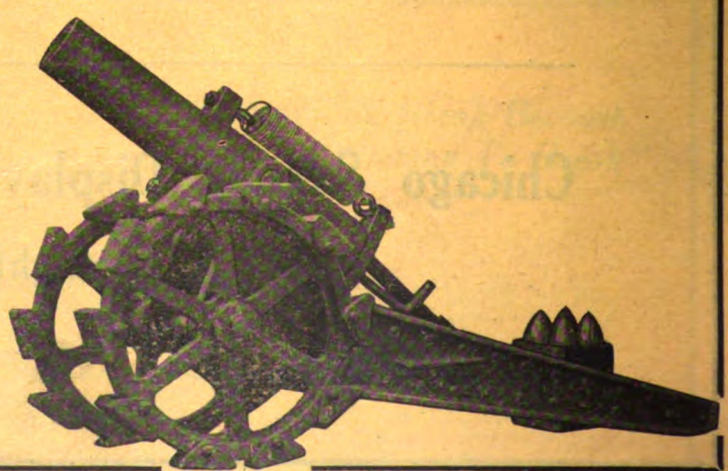
Shoots Shell 5 Yards. Its Massiveness Appeals

This gun is modeled after the heavy field guns used to destroy railways and other works well back of the German lines.

It is constructed largely of castings, has real caterpillar wheels and closely represents the original cannon. Shoots a wooden shell 1 in. in diameter a distance of 14 to 16 feet.

Length .....14 in.
Width ..... 5 in.
Height ..... 6 in.
Weight (packed) ..... 8½ lbs.

Finished in Red and Black Enamel



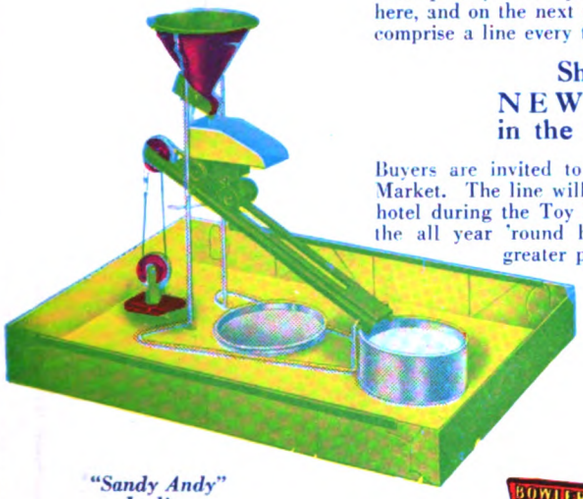
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"Sandy Andy" TRADE MARK REG. U.S. PAT. OFF. Toys for 1922

"SANDY ANDY" Toys are always popular money-makers at every season. For 1922 reduced prices, and improvements on many items, will make them more popular, more saleable and consequently more profitable. The leading numbers are shown here, and on the next page. These and the other items not shown, comprise a line every toy buyer should be sure to examine.

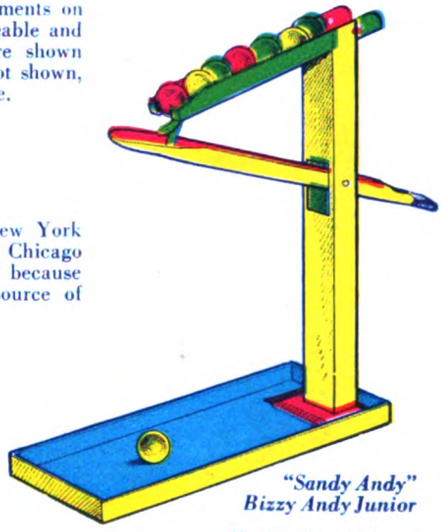
Shown Only at Our
NEW YORK OFFICE
in the Fifth Avenue Building

Buyers are invited to examine this line when in the New York Market. The line will not be shown at any New York or Chicago hotel during the Toy Fairs. Early selection is suggested because the all year 'round business on these items offers a source of greater profits from the Toy Department.



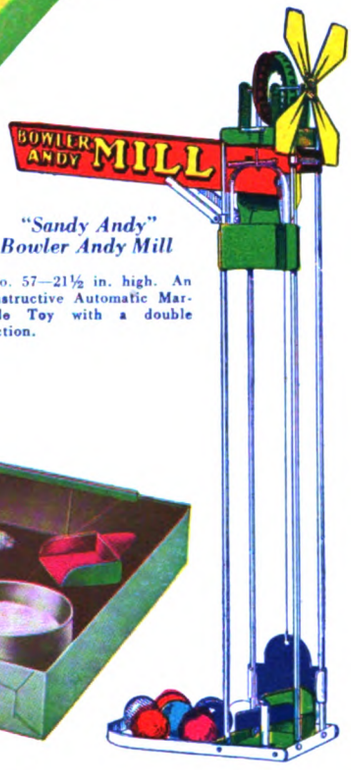
"Sandy Andy" Incline

No. 76—13½ in. high. Our improved No. 75 with new features that will increase the popularity of this toy. Also made in larger size: No. 100, 17¼ in. high.



"Sandy Andy" Bizzy Andy Junior

No. 58—7 in. high. A popular priced Automatic Toy of wonderful action and quality. Retails profitably at 25 cents.



"Sandy Andy" Bowler Andy Mill

No. 57—21½ in. high. An instructive Automatic Marble Toy with a double action.



"Sandy Andy" Dumping Sandy

No. 59—12 in. high. Our improved No. 51. A fascinating Automatic Toy that pleases the youngsters.



"Sandy Andy" Bizzy Andy Trip Hammer

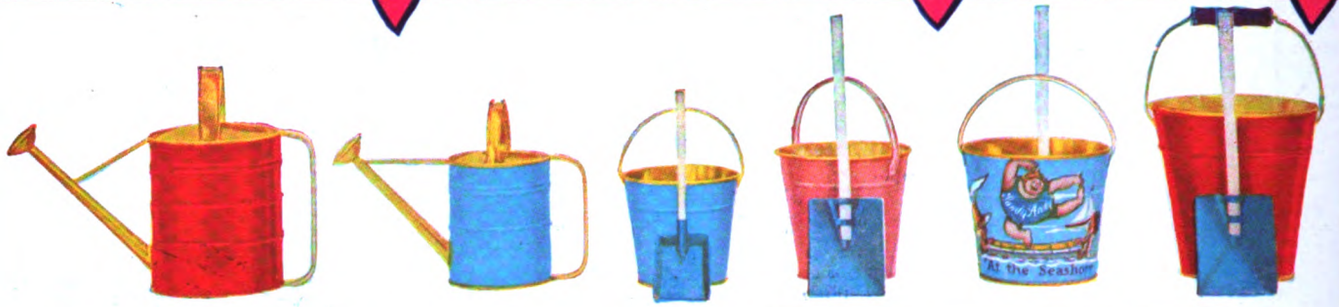
No. 56—10½ in. high. An Automatic marble toy of fast action that delights the children.

Prices Reduced for 1922 Trade

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"Sandy Andy" Toys

TRADE MARK REG. U.S. PAT. OFF.



"Sandy Andy" Full Back

Interesting, unique and surprising action. The Full Back kicks the ball 25 to 30 feet. Children go wild over this toy. Mechanically perfect and extremely simple. Handsomely finished. 8 in. high. Now reduced in price.

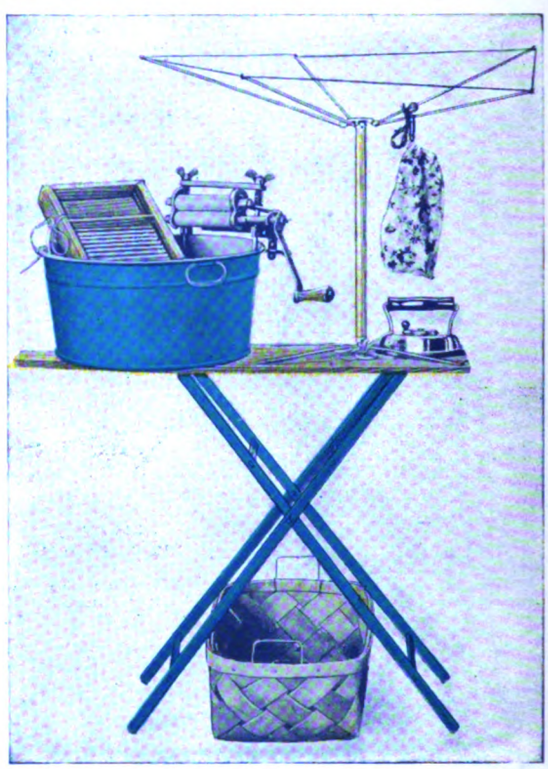


"Sandy Andy" Sand Pail-and-Shovel Sets and Sprinkling Cans

Better than most in quality, finish, workmanship and decorations. Line now includes a good 10c item and a comical decorated pail that "gets" the youngsters. A line of seven numbers; every one a winner at the new prices.

"Sandy Andy" Toy Laundry Sets

Wonderful toys and practical articles for real use. Three different sets. Nos. 1, 2 and 3. Each exceptional values at their revised prices.



"Sandy Andy" Decorated Toy Dishes

Beautiful designs like real china lithographed on heavy metal. Unbreakable. Also plain, solid colors. These dishes are better quality and have refinements not usually found in these goods. Large selections of sets to retail from 25c to $3.00.



Mail this Corner for our Catalog

showing the full line of "Sandy Andy" Toys and our new price list giving reduced prices on the entire line. Right now is the best time!

.....

.....

.....

.....

Wolverine Supply & Mfg. Co.

FACTORY and EXECUTIVE OFFICES:
PITTSBURGH, PA.

NEW YORK OFFICE and SALESROOM:
200 FIFTH AVENUE

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To our tenants and the thousands of buyers who visit them, we extend the compliments of the season and wish them a happy and prosperous new year.

To the 39 firms engaged in the manufacture and sale of toys and novelties who maintain their New York offices in this building, this holiday greeting is not an empty wish. As the leaders of this industry they enjoy that measure of prosperity always found with leadership.

Their presence here, too, grouped together in one building, is an advantage appreciated by buyers from all parts of the country. A roster of the firms engaged in these lines with offices here is given below.

American Flyer Mfg. Co.
American Mfg. Concern.
American Pictograph Co.
Braitling, Fred. K.
Burrowes, E. T. Co.
Condit, Clarence
Continental Import Co.
Converse, Morton E. & Son Co.
Drueke, Wm. F. & Co.
Embossing Co., The
Faultless Rubber Co.
Gilbert, A. C. Co.
Girard Model Works.
Graham, Charles E. & Co.
Humbert Toy Makers, Inc., The
Ives Mfg. Corporation
Kelmet Corporation
Marx, Louis & Co.
Mason Mfg. Co.
Mayfair Novelty Co.
Morgan, F. L. Co.
National Toy & Tinsel Co.
Newton & Thompson Mfg. Co.
Ohio Art Co., The
Porter Chemical Co.
Richards Co., The
Schavoir Rubber Co.
Schlesinger, Leo & Co.
Schmidt, Wm. H.
Seamless Rubber Co.
Standard Scientific Co.
Structo Mfg. Co.
Topliff-Ely Co.
Toys and Novelties
A Toy Trade Publication
Toy Tinkers of Evanston
Walbert Mfg. Co.
Waverly Novelty Co., Inc.
White, H. C. Co.
Wolverine Supply & Mfg. Co.

THE FIFTH AVENUE BUILDING

Broadway and Fifth Avenue at Madison Square

NEW YORK

"More than an office building"

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ULLMAN AND NAUHEIM INC.

IMPORTERS OF

DOLLS
TOYS
NOVELTIES
ORNAMENTS

A visit to our showroom will convince you of the quality of our merchandise and that our prices cannot be equaled.

We are located between 6th and 7th Avenues and do not pay Broadway rents. Therefore you get the Benefits.

ULLMAN AND NAUHEIM INC.

135 West 19th Street New York

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Announcement

WEIDEMANN CO., Inc.

Importers and Manufacturers Agents
for European and American

DOLLS and TOYS

Take Pleasure in Informing the Trade that

Mr. Leo Strauss

Has Joined their Organization as Vice-President and Sales Manager

Mr. Strauss will be Pleased to Greet Old Friends and New at Our New and Larger Quarters

221 Fourth Avenue
New York

American Woolen Building, Room 208

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No. 101
PAJAMA GIRL
Reproduces popular movement of Shimmy dance. Can be placed in most any position.



No. 102
NURSE GIRL
Reproduces a human-like motion of rocking a baby. The mother of them all.



No. 103
CHINESE GIRL
Imitating the famous Chinese dance of Ming Toy. A cute little thing.



No. 104
LENA FROM PALESTINA
Reproduces oriental dance. Moves hand over banjo and turns around almost lifelike. Some baby.

The New Zaiden Mechanical Doll Creations of 1922

Manufactured Exclusively by

The Zaiden Toy Works, Inc.

178-82 Central Avenue
Newark, N. J.

Originators of the SHIMMY, HULA and ELECTRIC SHIMMY DISPLAY DOLLS

Complete Line on Display
NEW YORK TOY FAIR
HOTEL IMPERIAL
Room No. 127

Catalogue and Price List on Request

TERRITORIES OPEN FOR AGENTS

Phone Market 4134



No. 105
MADAM BUTTERFLY
Reproduces the movement of a lady fanning herself. Very chic



No. 106
DRUMMER GIRL
Reproduces the original movement of the stage Drummer girl. Real artistic.



No. 107
SPANISH DANCER
Reproduces the original Spanish dance. Plays a tambourine and turns around. Full of pep.



No. 109
JAPANESE GIRL
Reproduces a Japanese girl fanning herself and moving around. A wonderful get up.



No. 110
SALVATION NELL
A typical Salvation Army girl shaking her tambourine collecting funds. The goddess of Mercy



No. 111
FLAG GIRL
Dressed in any national costume, waving the flag or their respective countries.

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A LINE OF CHILDREN'S VEHICLES

Chuck full of sales possibilities, and we feel warranted in saying we stand at the top of the ladder when it comes to QUALITY, DESIGN, FINISH and INDIVIDUALITY.

Many new items on which patents have been applied.

Steel Disc wheel, rubber tired, roller bearing

"GRA-HOUN" COASTER WAGONS 5 Sizes

"WALK-O-BIKE" the latest and most practical steel dics wheel, rubber tired KIDDIE CAR

"TREDDLE-HORSE" AND SWINGING "SHOO-FLIES",

New items that promise record sales. You will be well paid for your visit to our display when you see the sales possibilities in our "WALK-O-BIKE", "TREDDLE-HORSE" and "SHOO-FLIES" and that's not half of it—

AUTOMOBILES, featuring all the latest accessories such as Pneumatic tires, new model sloping windshield, hardwood steering wheels, gear shift, gas and spark lever, instrument board, imitation tops, spare wheel with tire cover, electric or dummy head and spot lights, horns, motor meters, crown fenders, late style Single Step, Pedal adjustment and many other features.

"HAND CARS" with no dead-center coaster gear and roller brake.

"FOOT GLIDERS", Disc or wire wheel, rubber tired. Every item in our extensive line shows many new features of importance, all prices, beautifully finished in attractive combination colors and a lustre that only can be produced with high grade varnish.

Room 802—Eighth Floor Breslin Hotel, New York City

THE RUNDLE MANUFACTURING CO.

FREMONT, OHIO—Only 30 miles out of Toledo.

Dec. 6th, 1922, we purchased a new factory plant of 60,000 feet floor space, including $20,000 of steel and wood working machinery. Moving all equipment from Columbus.

OUR NEW ADDRESS IS FREMONT, OHIO

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No Soft Doll in the world compares with—

"KUNNIN-KIDS"

(Trade Mark)

They sell like hot cakes



Funny little fellows that have won the hearts of childhood. Dressed brightly in scarlet, blue, orange and white. Cuddly, soft and lovable. Faces hand-painted in absolutely waterproof colors. Extremely light weight; no breakage. Stuffed with processed Kapok. Three sizes; low carrying charges.

The Finest Line of Soft-knit Dolls in the World!

Write today for samples

PRICES

	Dozen
9 in.,	$4.00
14 in.,	8.00
19 in.,	21.00

f. o. b. Chicago

TERMS: 2% 10 Days

ONTARIO TEXTILE COMPANY, Inc.

220-222 W. Ontario Street, Chicago, Illinois

Represented at NEW YORK TOY FAIR by Max Dorn, Hotel McAlpin, Room 366

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Fluffy Growler No. 122/24

BUYERS!

Our only display will be at our factory showrooms, where we will show over 150 numbers, including the following:



St. Bernard No. 113/2

DOGS

Begging — Hunting — Sitting Cracker Jacks — Standing Airedales—Fluffy Plush Airedales—St. Bernards

BEARS

Polar — Standard Teddy — Strolling — Fluffy Growler—Standing Electric Eye



Sitting Up Rabbit No. 100/5c

RABBITS

Sitting Up — Sitting —Running

CATS

Playing — —Standing

Squirrels —Cows and Teddy Muffs

Standing Animals, come with or without wheels and voices

Full line is made in Long, Short and Fluffy Plush in all colors and sizes

Catalog sent on request.

Electros to the trade free



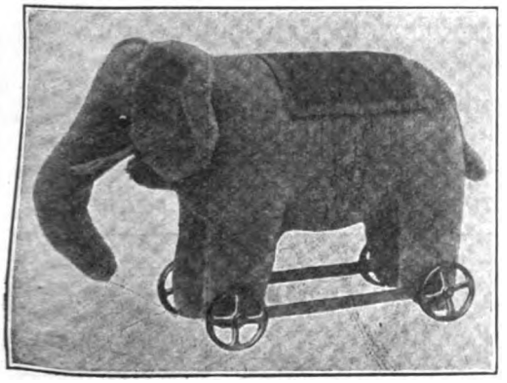
Electric Eye Standing Bear No. 120/24

ORIGINAL TOY & NOVELTY CO.

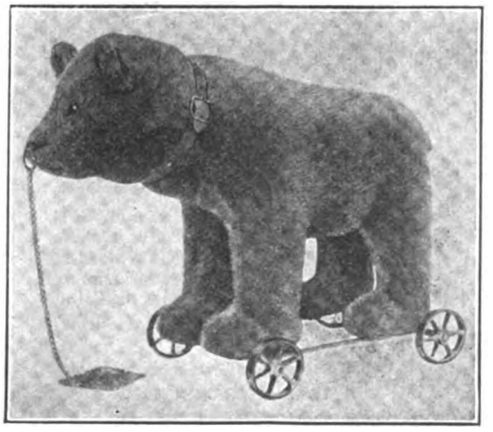
522-524 Dumont Ave.

BROOKLYN, N. Y.

Tel. 8072 Glenmore

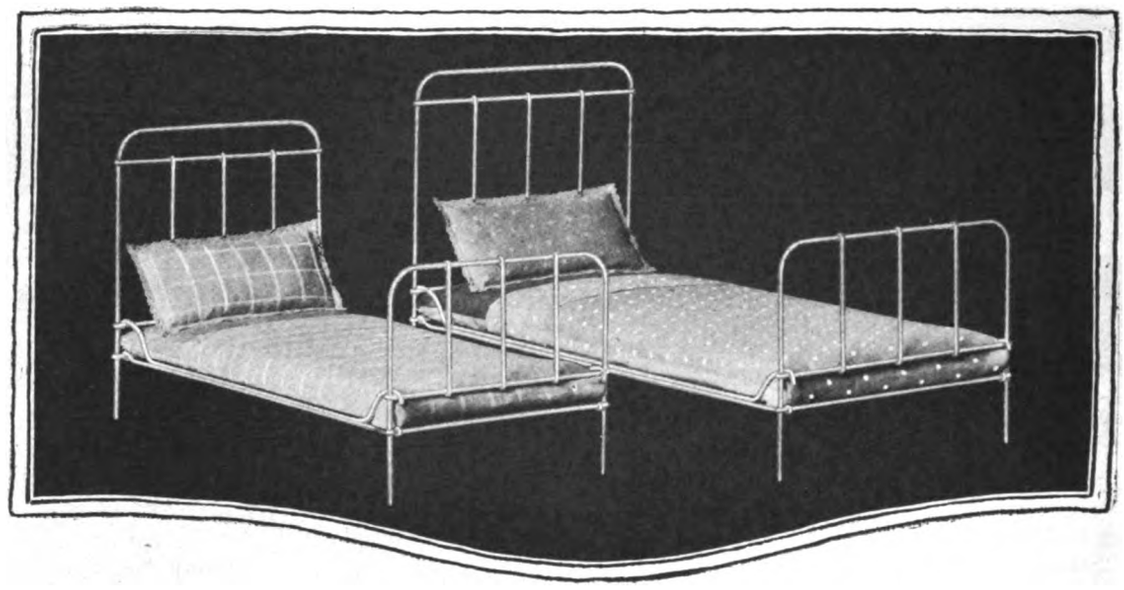


Standing Elephant No. 103/5



Strolling Bear No. 116/4

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REDDICK IRON BED
Features 1922 Mart

HERE it is,—the new Reddick Iron Bed, strong enough to hold the average little girl as she dresses her doll for the day.

This Reddick Iron Bed comes in 24 and 30 inch sizes and is built on the long established and mechanically perfect Reddick plan. They are priced right to meet a wide demand. They fold flat, and are neatly boxed.

Reddick "Folding Brass" Doll Beds and Cradles offer a wide market to the year 'round toy department. These beautiful beds and cradles, equipped with the Reddick Bamboo joint, have graced the nurseries of American homes for forty years. An improvement in that delicate trimming of the double-rail line is announced.



See These Beds and Cradles Here:

Geo. Borgfeldt Co., 16th St. and Irving Pl.
Owens-Kreiser Co., . . 31 E. 17th St.
Strobel & Wilken Co., 61-65 W. 23rd St.
Steinfield Bros., . . 116 W. 22nd St.
Baker & Bennett Co., . 873 Broadway
NEW YORK CITY

G. E. Dalton Co., 610-611 Marsh-Strong Bldg.
LOS ANGELES, CAL.

Every Doll should have a Reddick Bed or Cradle

Michigan Wire Goods Co.
NILES, MICH.

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The Wonder Walking and Talking Dolls

THE 1922 LINE

Dressed in exclusive designs
by
Madame Georgene
can be seen at

BRESLIN TOY FAIR
Room 522
or
Our Salesrooms, 309 Fifth Ave.

MANUFACTURED BY

PAUL AVERILL, INC.

107 Bleecker St., New York

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Announcing
Our 1922 Import Lines

In making this, our first annual announcement to the trade, we beg to state that we expect to continue the same general policy of fair treatment and prompt and satisfactory service that has been the principle of our predecessors in the Import Misc. Dept., of Morimura Bros., Inc.

We do not wish to accept any orders except those on which we are assured we can make prompt delivery. On account of low operating costs we can and will quote prices which will equal all competition and we believe we can do better for you than anyone else. Honesty, prompt service and fairness to our customers will be our aim.

Japanese Goods China Toy Sets—the largest and nicest line we have ever had to offer to the trade. Celluloid Dolls and Toys—China Limb Dolls and Bisque Dolls. All of these items, we believe, will of necessity have to come from Japan as no other country seems able to produce them in any quantity as yet. We will also show a complete range of Hallowe'en novelties, Santa Claus and Xmas Candy, box novelties and items suitable for favors—work box sets and silk lined lacquer work and jewel boxes—baskets, lanterns, Hinoki roping, and various novelties and toys of a miscellaneous character. On account of long time required for delivery, we advise early buying and all orders are taken "Subject to change in Tariff."

German Goods We state without reservations that we have made connections on German goods which are second to none. We only ask that you give us an opportunity to show you our merchandise and we welcome comparison in prices with anyone in the business. When we tell you we will guarantee our prices you must know we have the merchandise ready. On account of uncertain conditions in Germany and heavy demands for their merchandise, this guarantee is worth everything to you—then again, it is expected Congress may raise the tariff on toys and dolls—we can protect you against such an increase—we do not believe it necessary to argue further with anyone to show them how to save money in tariff increases and at the same time have the merchandise in stock ready for business.

We will show a complete range of dolls, toys, tree ornaments, mechanical toys, etc., both for the jobber and the retailer.

We will also show a complete line of gray, fancy and colored rubber balls, both Domestic and Imported.

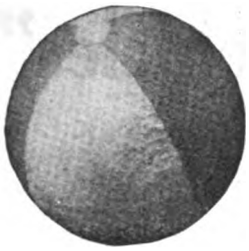
We invite your consideration of these lines for 1922 delivery before you place your orders—we anticipate a shortage in Imported toys and dolls and advise early purchases.

Langfelder, Homma & Hayward, Inc.

(Continuing Import Misc. Dept. of Morimura Bros.)

221-227 Fourth Avenue New York

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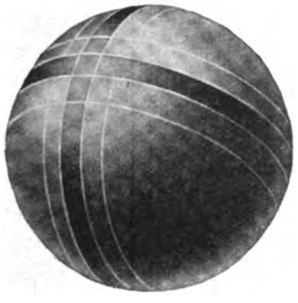
See our Complete Line of

Rubber Balls Dolls Toys & Rattles



Now Ready for Spring and Fall, 1922

Golf Design Balls, White and Red
Golf Design Balls, Decorated
White Inflated Balls, Striped Assorted Colors
Plain White Inflated Balls, Red and White
Racquet Balls (Imitation Tennis)
Fluted Balls
Colored Inflated Balls
Return Balls
Dolls, Dressed and Undressed Babies
Toys, Rattles, Animals, etc.

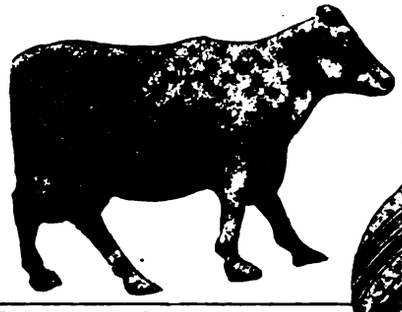






For seventy (70) years we manufactured the most extensive and popular lines on the market.

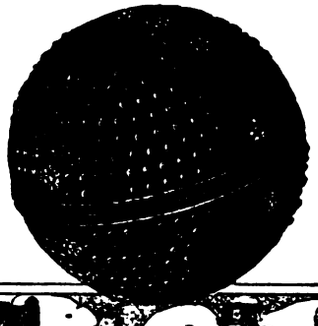
Price List to Jobbers on Request

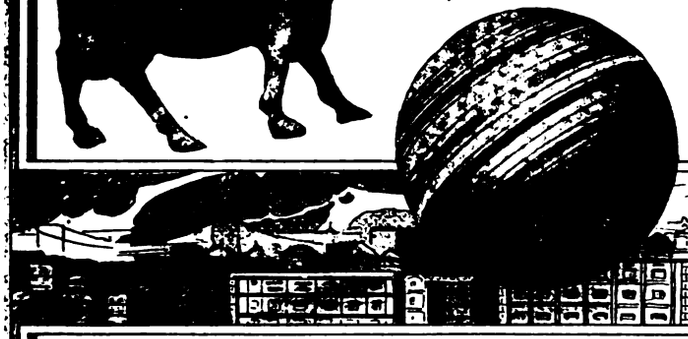


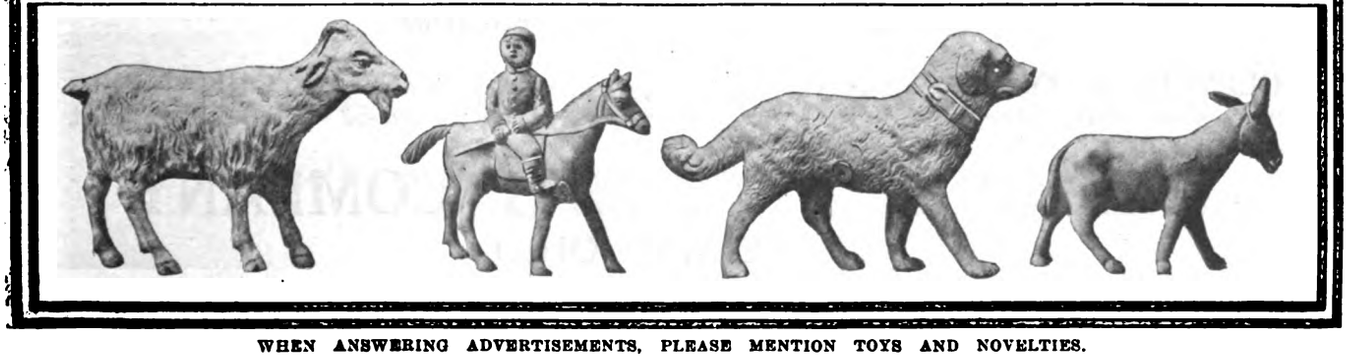
NEW YORK RUBBER CO.

INCORPORATED 1851

84-86 Reade St.
NEW YORK CITY







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"Built for Service Children's Vehicles"

Every vehicle honestly built of first quality materials and attractively finished with best grade color varnishes and enamels



Visitors to the Toy Fair will find our complete line on display at our New York Sales Rooms,
A. S. FERGUSON & CO.
48-52 East 21st Street

AUTOMOBILES

We have added some new models of original design fully equipped with serviceable accessories and constructed so as to give the little users the most pleasure and healthful exercise with the least exertion. We have entirely eliminated heavy, easily broken castings, replacing them with light, strong, steel stampings.

VELOCIPEDES

We are in position to supply a first quality of several grades strongly made and of original design equipped with adjustable handle bars, bicycle saddles, rat trap pedals, etc.

"THE CLEVELAND LINE"

Boys' Steel Express and Coaster Wagons, Velocipedes, Hand Cars, Toy Garden Barrows, Children's Automobiles

Catalogues and Prices on Application

CLEVELAND, OHIO
1971 West 85th Street

DISPLAY ROOMS

NEW YORK, N. Y.
48-52 East 21st Street

THE KIRK-LATTY MFG. COMPANY
CLEVELAND, OHIO

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"BABS"

The Original Lifelike

WALKING DOLL

NOW CAN BE HAD IN

ALL METAL or WOOD FIBRE COMPOSITION

Our only display will be at our factory in Philadelphia

For merchants who find it impossible to visit our factory we will gladly send samples and prices.

INTERNATIONAL WALKING DOLL COMPANY

2809-2827 West Fletcher Street

PHILADELPHIA, PA.

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TINY TOTER

A PRACTICAL NECESSITY FOR TINY TOTS

And the greatest seller that has been introduced to the trade



It fills the need for an inexpensive, yet substantial collapsible vehicle for carrying the small child. It is more easily collapsed than the ordinary collapsible sulkies, **weighs about one-fifth as much** and **retails at about one-third their price.**

ACTUAL TEST SHOWS TINY TOTER A TREMENDOUS SELLER

Quantity production was begun about December 1st, 1921, but in four weeks about 300 Tiny Toters were actually sold to the consumer in the city of Dayton.

Every Tiny Toter sold seemed to be an advertisement for us and women constantly went into the stores asking for them after the first few were seen on the streets.

Not a Toy, Yet Toy Departments Sell Them Fast

Tiny Toters were placed in the stores along with the children's vehicles and were seen by mothers while looking for toys for the little ones.

As a matter of fact, the little ones get a whole lot of pleasure from them. By removing the seat, baby will have his first wagon. Tiny Toter Grows with the Baby.

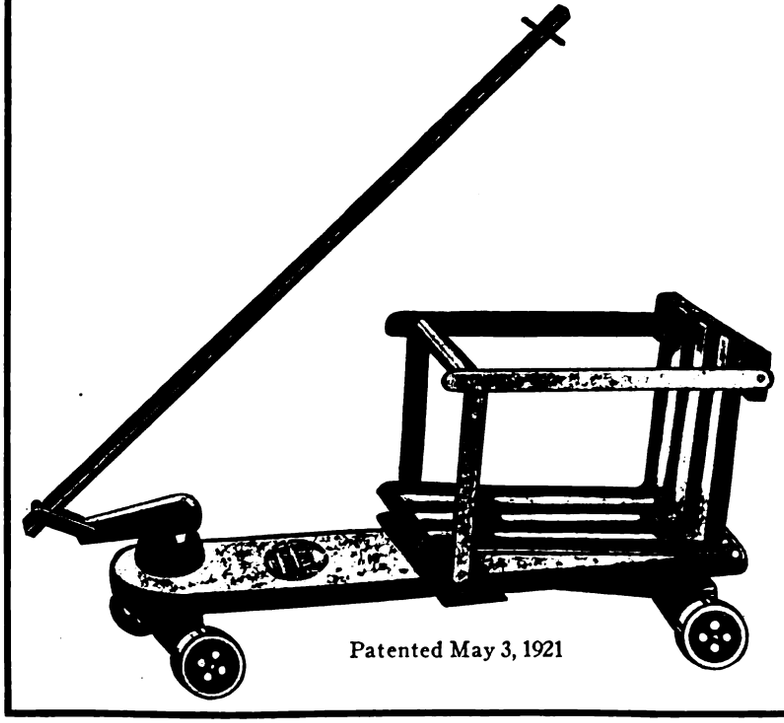
Note the Folding Features

This is one of the strong features of the Tiny Toter. It can be folded so quickly and into such a small space that it is a real delight to the mother.. Just the proper article when motoring, traveling on trains, shopping and in the home. Will turn completely around in its own length.

Tiny Toter is an all year seller—A great big seller now when people want to save the price of a collapsible sulky. It is absolutely new. Be the first to offer it and get the cream of the profits!



TINY TOTER folds into a package that is easy to carry.



Patented May 3, 1921

Specifications: When folded is 30" long, 12" wide, 7½" high, weighs only 6¾ lbs. Metal, rubber tired wheels. Attractive finish. Heavy canvas seat.

No metal touching the baby. TINY TOTER has small wheels. Will not upset. Made entirely of the best material.

REPRESENTED IN NEW YORK
by
The John C. Turner Company
ROOM 620, BRESLIN HOTEL

THE FILBERT-GREER MANUFACTURING CO.

DAYTON, OHIO

Wire or write for samples and prices

Wrapped separately—Packed 12 to a Crate

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Cable Address
"Kelhetter"

Code Used
A B C 5th Edition Improved

FAVORS, TOY & NOVELTY IMPORTING CORPORATION

31 East 17th Street
Union Square **Tel. Stuy. 9890**
NEW YORK, N. Y.

YOU are cordially invited to visit our showrooms to inspect our large and varied lines of imported

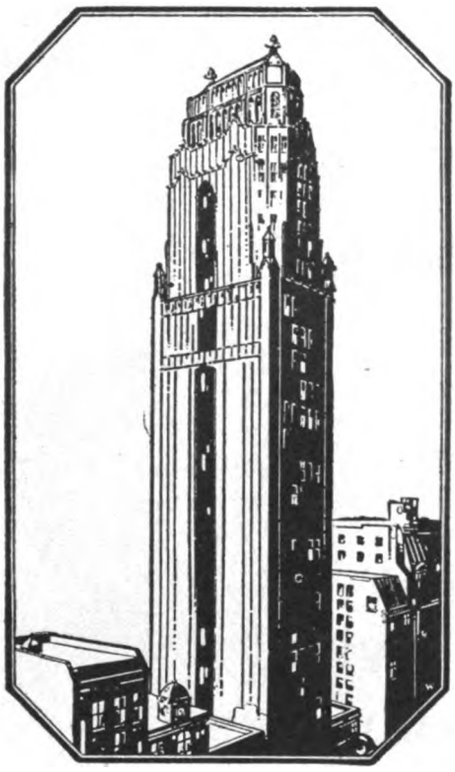
DOLLS—FAVORS—TOYS
NOVELTIES—ETC.

Our prices defy any legitimate competition.

Deliveries guaranteed,

Don't fail to look over our lines before placing your order.

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Buy from Factory Toy Salesmen at Factory Prices

BUSH TOY FAIR

ALL YEAR ROUND

Scores of Leading Toy Lines

Conveniently Classified Under One Roof

Right in the Heart of the World's Biggest and Best Buying Market

130 West 42nd Street

Just East of Broadway **NEW YORK**

Among the prominent Toy and Doll Manufacturers recently acquired on our splendid and advantageous showroom display and sales service plan, both on the floor of the Toy Division and on the road in the Eastern States, we might mention the following:

ATLAS DOLL & TOY CO.	**Metal Dolls and Heads**
BESSTEEL MFG. CO.	**Coaster Wagons**
BURLINGTON NOVELTY CO.	**Base Ball Game**
CENTURY MFG. CO.	**Wooden Toys**
WM. H. DOLLAR MFG. CO.	**Wooden Toys**
G. W. EADE & CO.	**Doll Dresses (ready-to-wear)**
FEDERAL DOLL MFG. CO.	**Character and Baby Dolls**
WILLIAM FULD	**Pool Tables, Ouija Boards**
GLOBE TEDDY BEAR CO.	**Teddy Bears**
GREGORY RUBBER CO.	**Rubber Balloons**
GUND MFG. CO.	**Stuffed Animals**
HARD MFG. CO.	**Doll Beds and Couches**
HARPER & BROS.	**Bubble Books**
HOYCRAFT MFG. CO.	**Educational Toy Books and Toys**
THE LOVEREN CO., INC.	**Wheel Goods**
A. MECKY COMPANY	**Wheel Toys, Velocipedes, Etc.**
MEINECKE MFG. CO.	**Baby Carriages and Hobby Horses**
E. F. MUSGROVE, INC.	**Sand Toys**
NELSON YOUNG MFG. CO.	**Timber Tot Toys**
OWEENEE NOVELTY CO. INC.	**Terry Cloth Dolls and Toys**
PETRIE LEWIS MFG. CO.	**Magic and Games**
MARY WATERMAN PHILLIPS	**Stockinet Dolls**
PHOENIX SPORTING GOODS CO.	**Fancy Costumes**
POLLYANA COMPANY	**Doll Dresses (Educational)**
ROCHESTER BABY CARRIAGE CO.	**Doll Carriages**
WADE CLARK COMPANY	**Pokomo Base Ball Game**

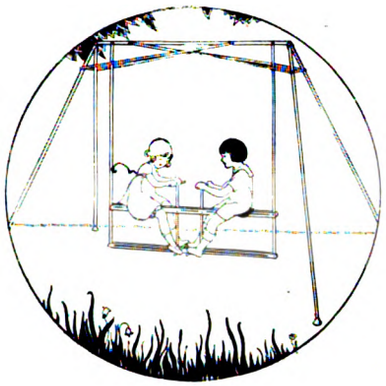
TOY MANUFACTURERS! We can still take on a limited number of additional representative houses for showroom display and road sales. Remember you have the prestige of the Bush Terminal Sales Organization behind you. The above responsible manufacturers have been convinced. Why not you?

Don't Contract for 1923 Toy Fair Space until You Have Consulted Us. **$25** per month plus commission on sales. Our experienced toy salesmen take orders in your name and retain your identity and contact with the trade. The Eastern States and Middle Atlantic States thoroughly covered.

OPEN EVENINGS DURING TOY FAIR
WRITE OR WIRE FOR FURTHER PARTICULARS
TOY DIVISION, 8th Floor

BUSH TERMINAL SALES BUILDING, NEW YORK

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METALCRAFT

STEELBILT PLAY-ONS

—a new thought in an old industry

PLAY-ONS

is a coined word — a trade name for some very remarkable Playthings.

Hardly known a year ago **PLAY-ONS** during the recent holiday season were everywhere branded **"BEST SELLERS."**

Strikingly beautiful, sturdily made and graceful, yet withal most reasonably priced,

METALCRAFT STEELBILT PLAY-ONS

appeal instantly to child and parent.

Further, **PLAY-ONS are year-round sellers.** They may be used every day in the year, in-doors and out-of-doors, providing a wonderful form of Exercise.

Write for Special Discount Plans



RIDE-A-WAY

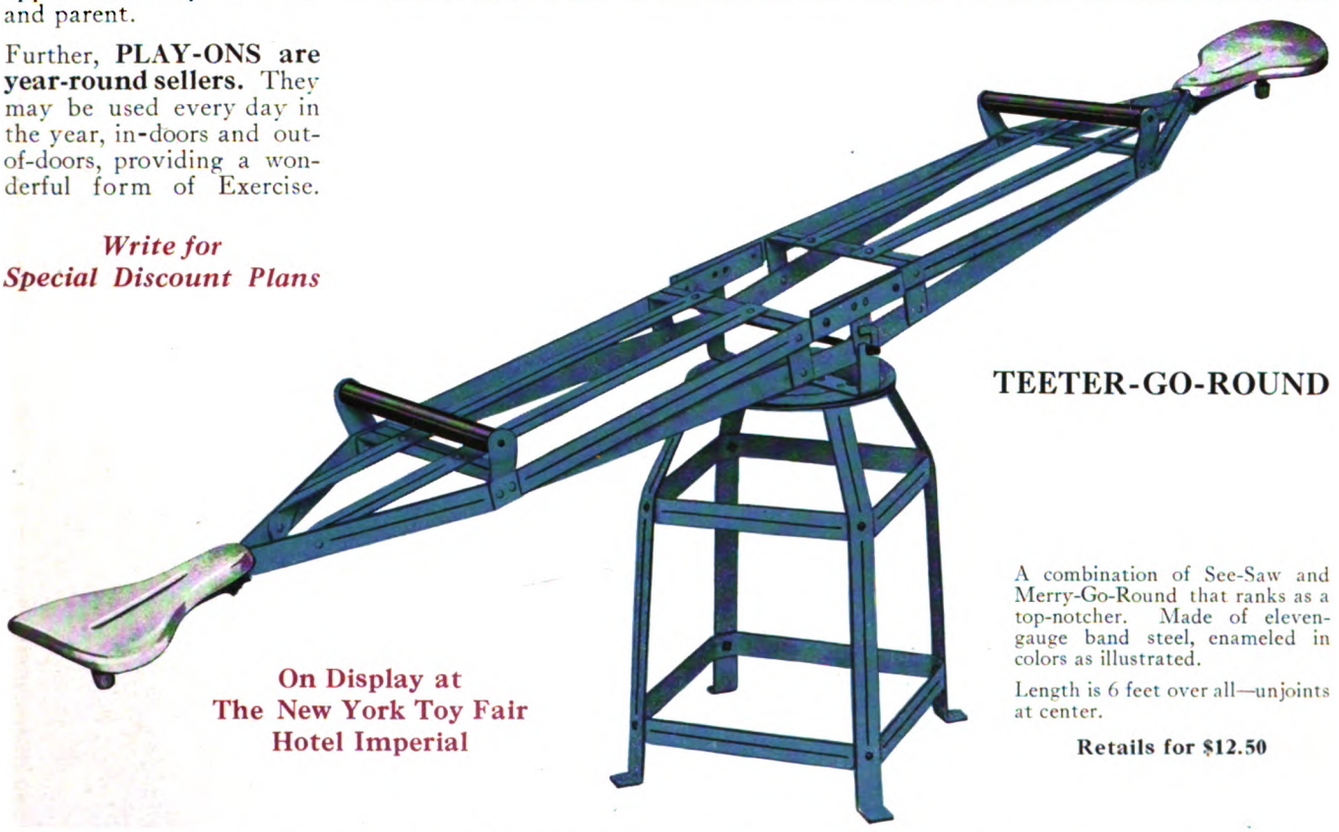
The illustration gives a pretty fair idea of this number. In addition to its extreme attractiveness, it is practically indestructible — STEELBILT —

Colors: Enameled in combination illustrated. Disc wheels and rubber tires.

Packing: Knocked down, two to a corrugated carton; 11x12x18 inches, outside dimensions. Shipping weight, 22 pounds.

Assembling: No screws or bolts, only one cotter pin and two rings for wheels, which are in package, with printed instructions.

Retails for $5.00



TEETER-GO-ROUND

A combination of See-Saw and Merry-Go-Round that ranks as a top-notcher. Made of eleven-gauge band steel, enameled in colors as illustrated.

Length is 6 feet over all—unjoints at center.

Retails for $12.50

On Display at The New York Toy Fair Hotel Imperial

METALLIC INDUSTRIES, Inc., Saint Louis, U. S. A.

(OVER)

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METALCRAFT

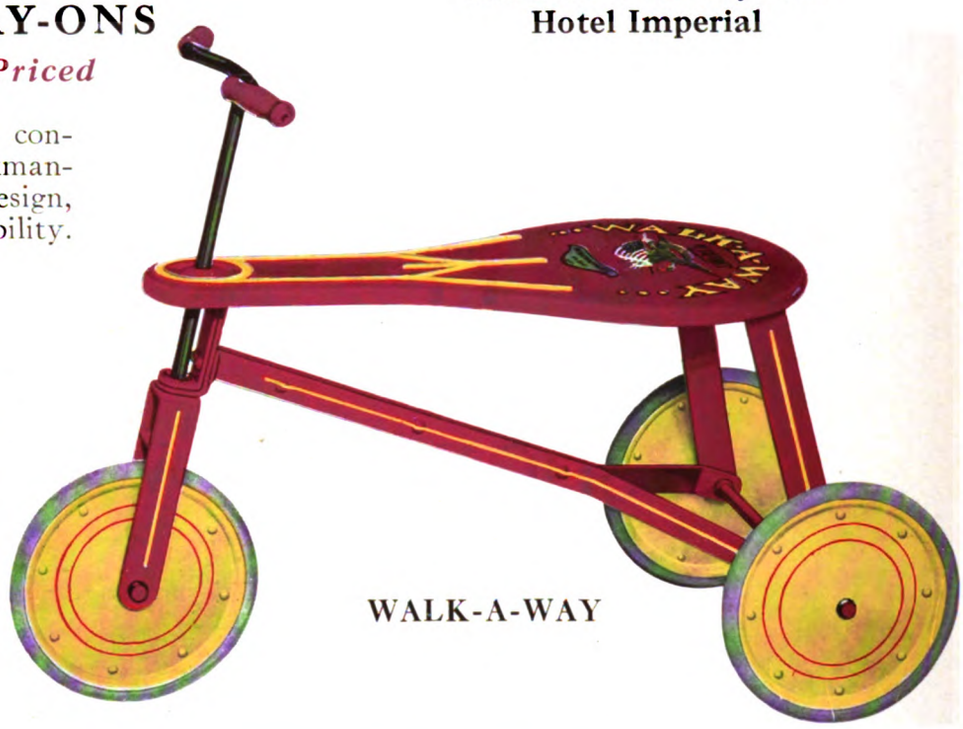
STEELBILT PLAY-ONS

Are Economically Priced

On Display at
The New York Toy Fair
Hotel Imperial

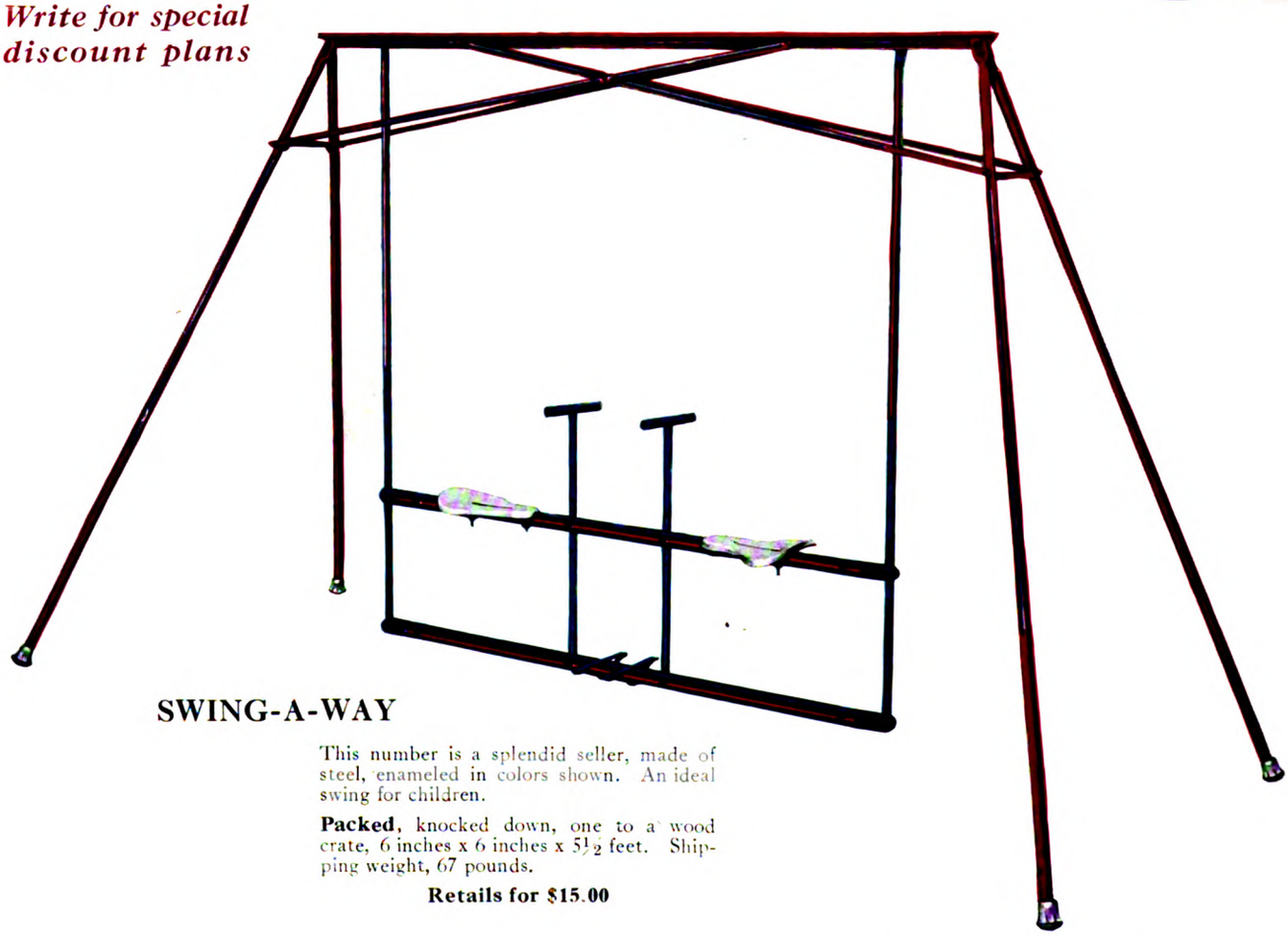
Surprisingly so, when one considers the character of workmanship, the originality of design, popularity and indestructibility.

The **WALK-A-WAY,** illustrated to the right, retails for instance at $4.00. This **PLAY-ON** made of All-Steel; enameled in colors shown, 6-inch disc wheels; ½-inch corrugated non-skid rubber tires; Ram's horn handle bars with red rubber grips, weight 7 pounds net. Comes knocked down, two to a corrugated carton, 11x 12x18 inches. Shipping weight 19 pounds.



WALK-A-WAY

Write for special discount plans



SWING-A-WAY

This number is a splendid seller, made of steel, enameled in colors shown. An ideal swing for children.

Packed, knocked down, one to a wood crate, 6 inches x 6 inches x 5½ feet. Shipping weight, 67 pounds.

Retails for $15.00

METALLIC INDUSTRIES, Inc., Saint Louis, U. S. A.

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NEW TOYS

SHOWN NOW FOR THE FIRST TIME

NATURE TOYS

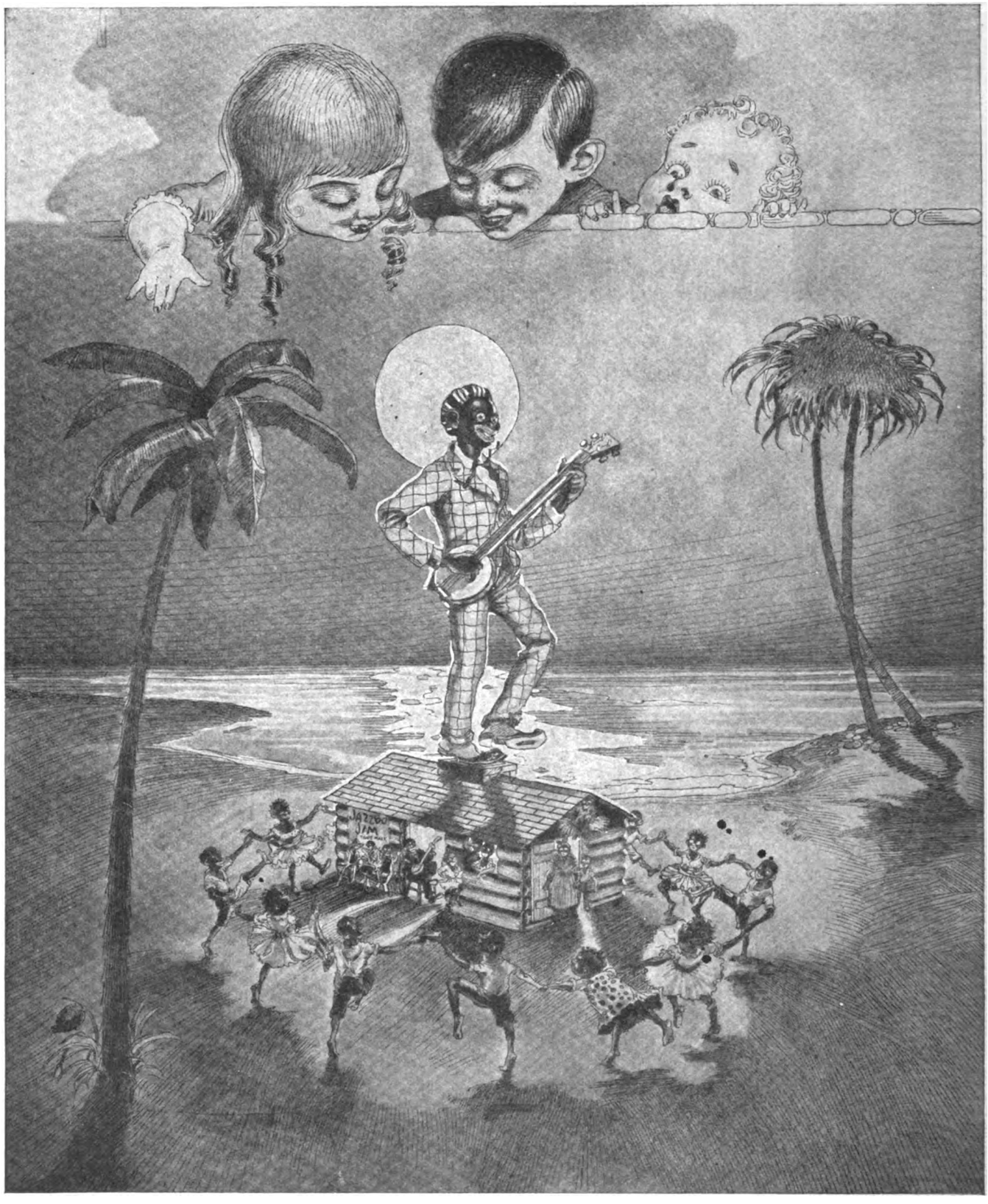
THAT EMBODY THE PATENTED PRINCIPLE OF SELF LOCOMOTION AND THE MOST REMARKABLE LIFE-LIKE REPRODUCTIONS OF NATURE

COME AND SEE



ANIMATE TOY COMPANY, INC.
31 EAST 17TH ST., NEW YORK
North Side of Union Square

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Say "Jazzbo" see 'em Smile

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ANNOUNCEMENT OF A NEW TOY

by the Makers of

"JAZZBO-JIM"

(Trade Mark)

"The Dancer on the Roof"

(Trade Mark)

The Toy the Country Has Gone Wild Over.

"Jazzbo-Jim" has been tried and has made good. It has become the MOST POPULAR American Made Toy. Our unlimited guarantee

"EVERY PIECE GUARANTEED"

is the motto upon which it stands.

A fitting companion to "JAZZBO-JIM" has just been completed, built to the rigid standards of "JAZZBO-JIM" in the real "UNIQUE" style, and his name is

"DANDY JIM"

(Trade Mark)

THE UNIQUE ART MFG. COMPANY'S trade mark and unlimited guarantee given "JAZZBO-JIM" accompanies this Marvelous New Number, and insures a perfect mechanical toy.

Both toys are fully covered by U. S. Patents—already granted—on Design, as well as on the mechanical features, which have made these toys perfect.

Place your orders immediately for "JAZZBO-JIM" and "DANDY JIM," with the assurance that the same clean and satisfactory service that you enjoyed last year will continue.

The original and guaranteed "JAZZBO-JIM" and the new toy, "DANDY JIM," can only be procured at the following distributors—

LOUIS WOLF & CO., 890 Broadway, New York
STRAUSS BROS. & CO., 355 Broadway, New York
B. ILLFELDER & CO., 29 UNION SQ., NEW YORK
STROBEL & WILKEN CO., 61 West 23rd St., New York

UNIQUE ART MFG. CO.

60 SHIPMAN ST. NEWARK, N. J.

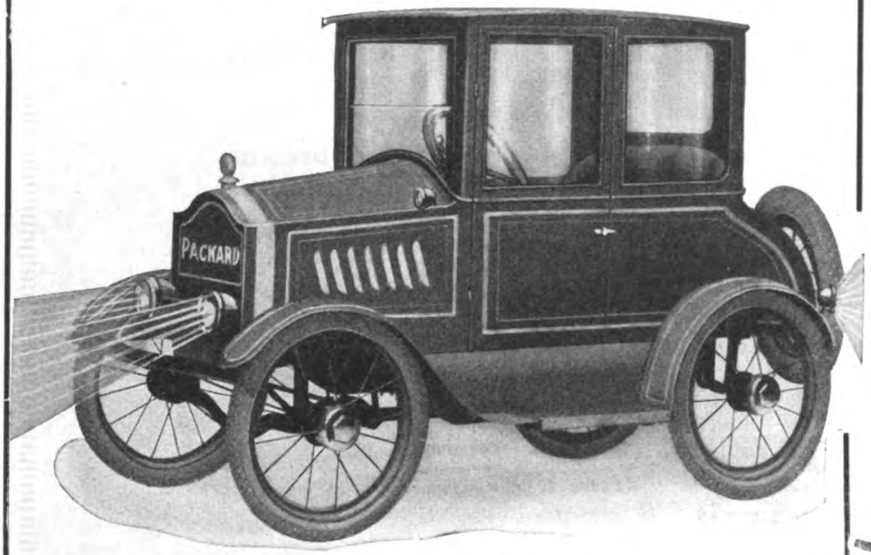
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THREE FACTORIES MAIN OFFICE, TOLEDO, OHIO

The American-National Company

Distinctive Juvenile Vehicles

Announcements of new American-National creations are looked for by dealers, the country over: Here is the new **AMERICAN COUPE.** The entire line caters to young America, both boys and girls, and each vehicle is known for its beauty, neatness and general all 'round sturdiness.







The Pioneer Line Beautiful

Built—not made

PERMANENT DISPLAY ROOMS

New York, N. Y.
Louis Wolf & Co., 890 Broadway
Baker & Bennett Co., 873 Broadway

Boston, Mass.
Casey-Sheldon-Foster, Inc.
165 High St.

Chicago, Ill.
A. B. Leith, 1319 Michigan Avenue

Baltimore, Md.
Frank Wissig, 737 Lombard Street, W.

Montreal, Quebec—A. E. Bregent, 206 St. Catherines St., E.
San Francisco, Cal.—Pacific Sales Co., 718 Mission St.
Denver, Colo.—Theo. Maus, 424 Charles Bldg.













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Lower Prices and Prosperity

At last the corner is turned and the country is headed straight for a prosperous year.

One thing has been clearly demonstrated this past year, which is that American-manufactured toys *of the best quality* hold their market and maintain a steady sale in the face of all competition and business depression.

The CHASE STOCKINET DOLL is one of the best quality American-made toys. It has a steady market at all times. The trade has closed the past year with shelves cleaned of our products. It has been amply demonstrated that it is a sound and far-seeing policy that prompts a store to carry *The* CHASE STOCKINET DOLL.

Because of lower costs of raw material we are able this year to quote lower prices on *The* CHASE STOCKINET DOLL—prices that will be productive of increased business for your store!

Our many models will be shown in Room 615 of Hotel Breslin, New York, during the coming Toy Fair. These models will include Character Dolls, Educational Dolls, Rag Dolls, Bathtub Dolls, and dolls of standard type—dolls that appeal to the most select trade, dolls that appeal to everyone, dolls whose low price makes volume of sales.

Each has the high quality, durability and careful workmanship for which the CHASE organization is famous. Each has behind it the CHASE guarantee of merit.

It will give us keen pleasure to serve you.

Stockinet Dolls, Character Dolls, Educational Dolls, Bathtub Dolls, Rag Dolls.

The
CHASE STOCKINET DOLL

M. J. CHASE
PAWTUCKET, RHODE ISLAND

HOTEL BRESLIN
ROOM 615

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We Invite Your Inspection of Our Line of

DOLLS AND TOYS

MASKS and HALLOWE'EN GOODS

at

5 East 17th St., New York

The Cleco Corporation

Importers

LEHMAN & COMPANY

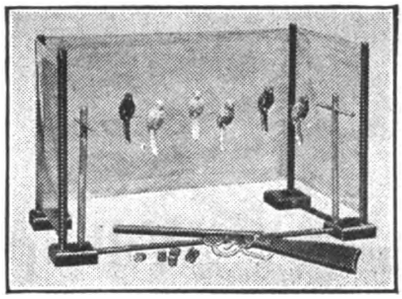
Exporters

NUREMBERG, GERMANY

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Bang Bird

Patented July 5, 1921
Trade Mark
Registered



The Big Game Sensation of 1921

Bang Bird will sell all the year around. Every child wants one. Fun for the whole family. New and improved models now made in two sizes. When in New York call at our show room and see this wonderful game.

We advise you not to delay your order, the immediate demand may temporarily tax our production. In justice to all we will ship orders in the rotation they are received. Order sample at once.

WARNING

Bang Bird is fully protected by patents already allowed and all infringements will be speedily prosecuted.

DOREMUS & CO.

21 East 15th Street - - - New York City

Selling Agents for the Lincoln Import Sales Co., 21 East 15th Street, New York

Imported Toys, Dolls and Novelties both from stock and on import orders

It will pay toy buyers visiting New York to pay a visit to our show room and inspect our large lines. A member of our firm will be in Germany at all times taking care of our orders.

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A Cut in Prices That Will Speed Your Sales

We have been looking forward eagerly to the time we could put the Daisy Liquid Pistol—both models—back on the old price level that prevailed before the war.

Now we're ready—beginning with January the old price has been restored, so that you can now sell these popular fun-makers at 25 cents for the single shot, and 50 cents for the repeater, just as you used to do.

And don't you forget it—these prices will make them move—fast.

Hundreds of dealers call the Daisy Liquid Pistol a self-seller. Just display it, and the boy who sees it wants it right away. Put a supply of them in the window, or on the counter—put up a sign, with the new prices marked in plain figures, and then watch them move!

The Daisy Liquid Pistol looks just like a real automatic, except when you pull the trigger, it shoots a fine stream of water 25 feet. No end of fun for the boys, and built to last for years. Entirely harmless; made entirely of metal; no rubber bulb to get out of order. Two models; single-shot retails for 25c—5-shot repeater sells for 50c.

Ask your jobber for prices, or write us for full information. Made in the same factory as the famous Daisy Air Rifle.

New Prices on Daisy Air Rifles

In order to put the entire Daisy line practically on a pre-war price basis, we have made sharp reductions on several models. Get the new prices from your jobber.



Daisy Manufacturing Company

Plymouth, Michigan, U. S. A.

Pacific Coast Branch:
Phil. B. Bekeart Co., Managers,
717 Market St., San Francisco, Cal.

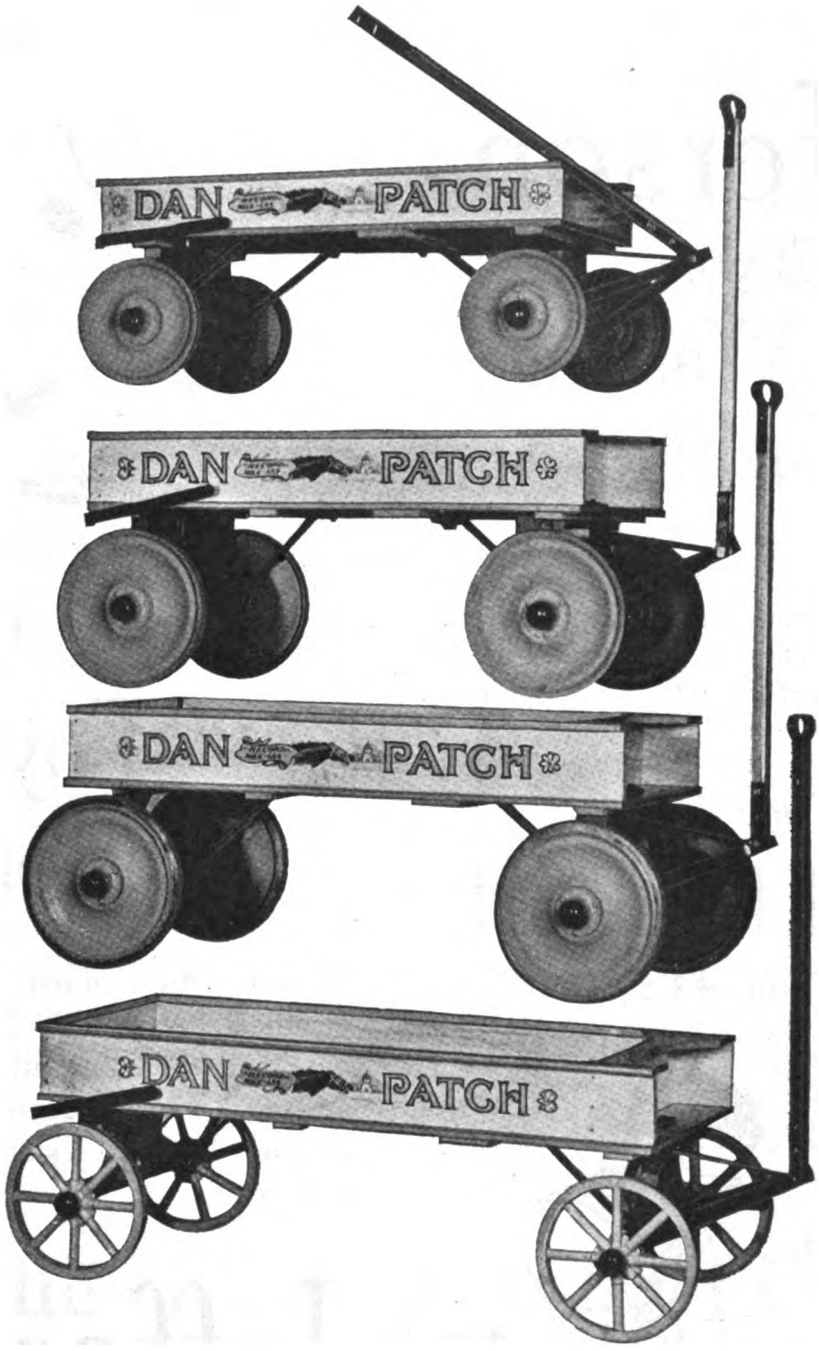
Southern Representatives:
Louis Williams & Co.,
Nashville, Tenn.

DAISY

LIQUID PISTOL

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SOMETHING NEW
In Coaster Wagon Construction



FIRST SHOWING AT NEW YORK TOY FAIR

FEBRUARY 6th—MARCH 11th, 1922

ROOM 514, BRESLIN HOTEL

The Dan Patch Company, Connersville, Indiana, U. S. A.

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World-Beating Sellers

Jefferson

Electric Toy Washing Machine

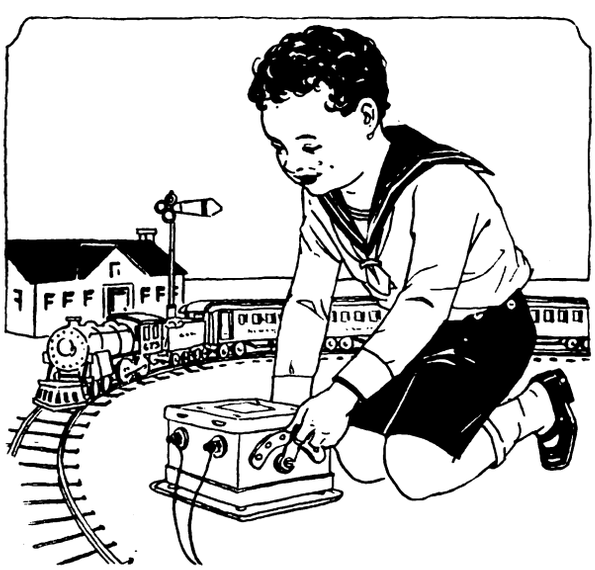


Named the "Jiffy-Jeff" because they sell that way. Absolutely the most extraordinary and original toy on the market. An actual electrical washing machine—miniature size. A sensational hit with the little ladies.

See Our Exhibit

Hotel Imperial

Room 442



Toy Transformer

Reduces the current and makes electrical toys safe. The new sub-base and separable attachment plug are great improvements. Endorsed by the National Board of Underwriters.

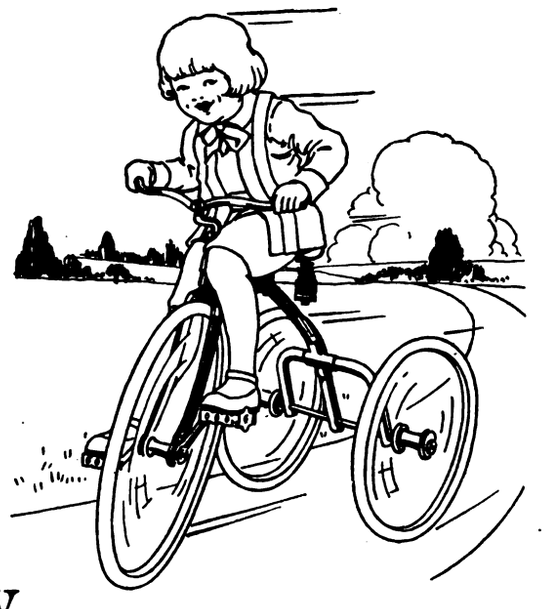
Jefferson

Electric Mfg. Co.

440 S. Green St. Chicago

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Gendron Pioneer 50th Anniversary 1872 ~ 1922



Something New at the Toy Fair

GENDRON will be there. Dealers and buyers will be surprised — pleased — with the new features—the added improvements — that will make Gendron the outstanding—most talked about — line of 1922. You cannot afford to miss the Gendron line.

See it at the fair.

New York Toy Fair
ROOMS 414-416
BRESLIN HOTEL
February 6 to March 11

PHILADELPHIA COMMERCIAL MUSEUM
Space 158
February 14 to 17, 1922

The Gendron Wheel Co.

633 Superior Street

Toledo, Ohio

Gendron-Pioneer Line
"Sets the Pace" on Childrens Vehicles

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In 1922--

Add to your Toys a Line of

BOOKS

Increase Your Business
Add To Your Prestige
Satisfy Your Customers

WITH

GROSSET & DUNLAP'S

50c BOOKS

FOR BOYS AND GIRLS

Ask for the Easy Display-and-Selling Methods and a List of These Very Best Titles

---

ADD TO YOUR PROFITS

ASK US!

GROSSET & DUNLAP

Publishers *1140 Broadway* **New York**

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"THE CHUMMY"

AN IMMEDIATE SUCCESS



The "Chummy" has proved to be a great seller, and will prove to be even a

Greater One for Spring

One "Chummy" in a neighborhood means more "Chummys" and that means profit and popularity to the dealer.

Everything about it is high grade, it'll add to your reputation as a dealer who deals in quality merchandise.



A New Departure in a Wheel Toy

Fully protected by patents. Its method of propulsion is new and improved, that makes more speed from less energy. Its sturdy underslung body insures long service and maximum safety. It also makes mounting and dismounting most convenient.

The **"Chummy"** requires no pushing or kicking to put it into motion. A mere downward pressure of the foot on the return action pedal and the **"Chummy"** glides off gracefully under the weight of its driver. Its speed is limited only by the determination of its driver, and a sensitive brake controls its velocity.

Because of its scientific construction the driver's position is always comfortable and non-fatiguing. **"Chummy-ing"** is healthful, pleasing and invigorating.

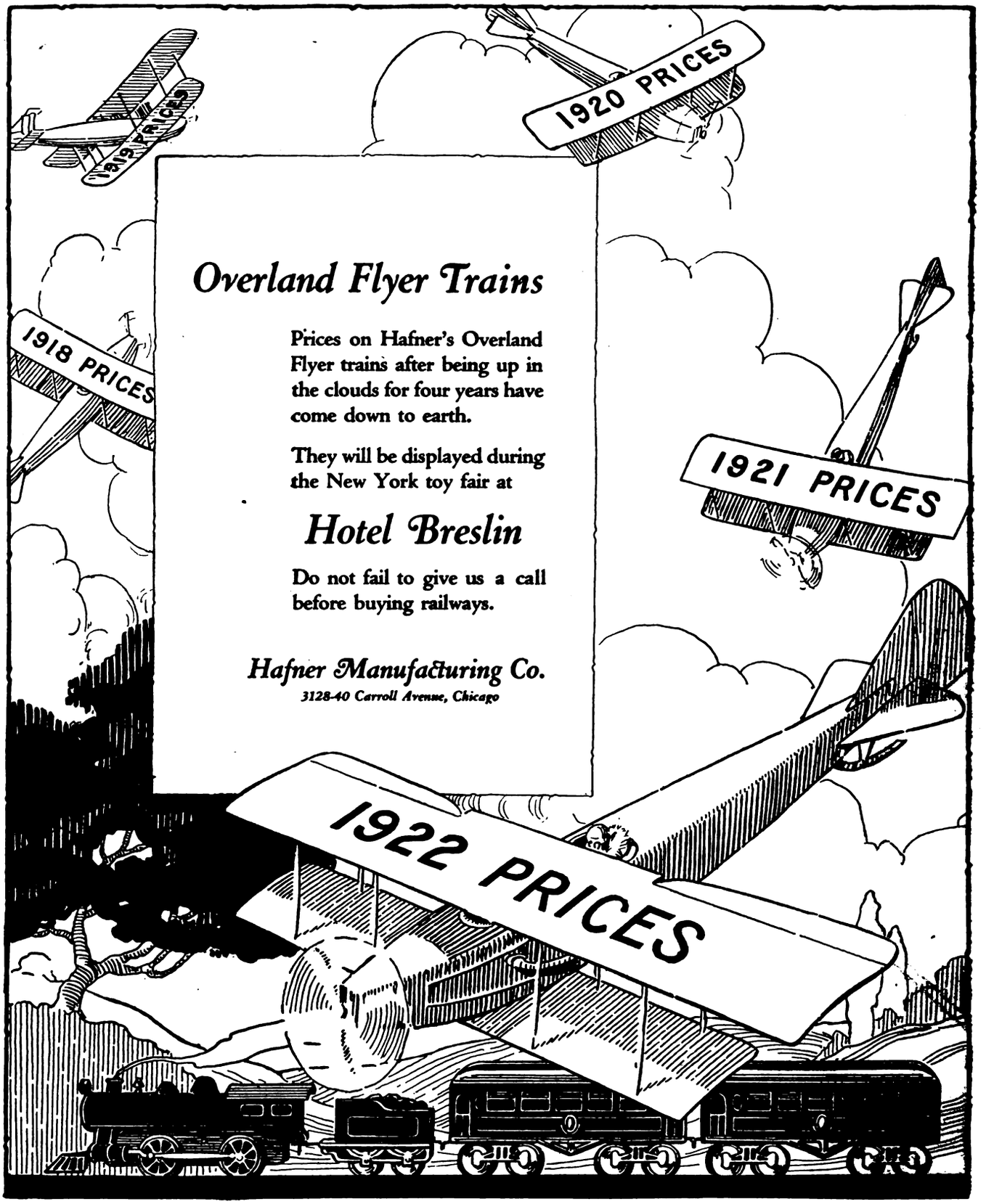
Meet us at the Toy Fair, Room 206 Imperial Hotel, or write for a sample and prices.



H. E. M. MFG. CO.

Hamilton, Ohio

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Overland Flyer Trains

Prices on Hafner's Overland Flyer trains after being up in the clouds for four years have come down to earth.

They will be displayed during the New York toy fair at

Hotel Breslin

Do not fail to give us a call before buying railways.

Hafner Manufacturing Co.
3128-40 Carroll Avenue, Chicago

PRICES are DOWN

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HY-SIL MFG. CO.

Revere, Mass.

AAI Quality AAI Quality

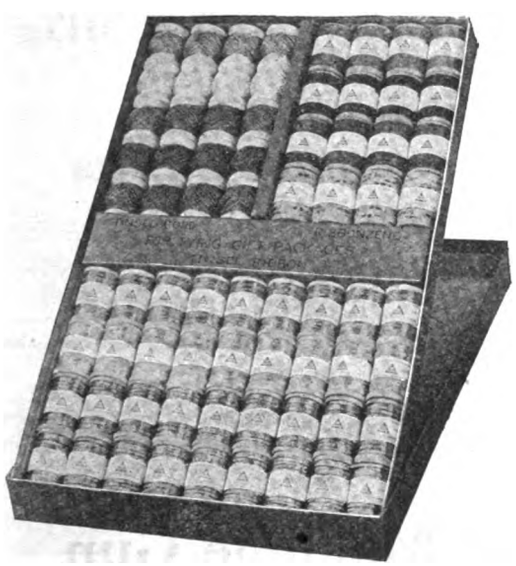
Tinsel Ribbon

Do not buy braid—buy the original and genuine

Tinsel Cord---Tinsel Garlands
Ribbonzene

The *finest* and *most complete line* of *tying items* sold

Pleased to see you at the Toy Fair — Room 227 — Hotel Imperial



Cabinets

of

Tinsel Ribbon
Tinsel Cord---Ribbonzene
Cards---Tags---Seals



HOLLY AND CRETONNE BOXES

Narcissus Bulb Gift Boxes

"The Gift That Grows"

HY-SIL MFG. CO. :: Revere, Mass.

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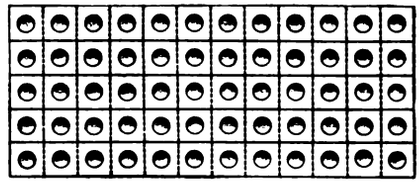
Big Bill Single Shot Toy Pistol and Super-Mammoth Caps

A noisy toy for every red-blooded American boy who likes to hear the "B A N G" of a gun—and they all like it. It's a harmless toy that will provide countless hours of fun and amusement. The kids in your neighborhood really **need** this toy to provide an innocent outlet for their store of activity.



BIG BILL is of correct mechanical construction, strongly made of cast iron and finished in heavy, nickel plate.

JOBBERS:
Ask for a sample of
BIG BILL



SUPER-MAMMOTH CAPS — Absolutely the loudest cap made for a toy pistol, and safe because of the new, safety explosion chamber.

The Invincible 50 Shot Cap Pistol



Gives 50 shots, one after another, as fast as the trigger can be pulled. Absolutely safe. Finished in polished nickel plate. Easy to load and a sure shooter.

Other Kilgore Pistol Products Are:

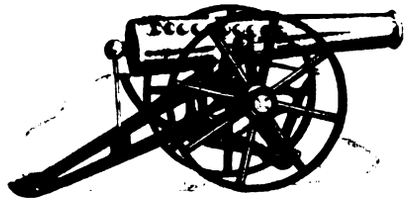
LITTLE BILL NO. 10 **BILL NO. 25** **PREMIER REPEATER**

BABY AND MAMMOTH SQUARE CUT CAPS — Full Count

BABY AND MAMMOTH ROUND CUT CAPS — Full Count

In our full line of various styles of cap pistols, it is our policy to have the most up-to-date toy pistols and the best caps that can be produced. We make all we sell. Our prices are right and guarantee you good profit at all times. We will be glad to furnish samples upon request.

The Boy Ranger Repeating Machine Gun



Length — 18 inches
Weight — 6 pounds

It's a lightning repeater, shooting 12 balls, one after another, as fast as you can operate the lever. A fine toy for every live boy. Makes no noise. Packed in individual Parcel Post Cartons.

The Kilgore Manufacturing Co.

WESTERVILLE, OHIO

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1922 Toy Fair, Hotel Breslin, New York, Feb. 6 to Mar. 11

THE MENGEL COMPANY, Inc.
LOUISVILLE, KY.

Manufacturers of

MENGEL PLAYTHINGS

Fourth Floor, Hotel Breslin
Room 402 Toy Fair, 1922

—— THE ——
AD-A-TOY CORPORATION
ANDERSON, IND.

EDUCATIONAL TOYS

Designed and Built by Engineers

Fourth Floor, Hotel Breslin Toy Fair, 1922
Room 406 G. B. Louderback

THE PAPER NOVELTY MFG. — CO. —
NEW YORK CITY

BELLS, GARLANDS, TREE ORNAMENTS

Fourth Floor, Hotel Breslin Toy Fair, 1922
Room 418 M. Pretzfelder

CARPENTER MFG. COMPANY
NORWICH, CONN.

Tinsel Cord, Ribbonzene and Fancy Twine for Christmas Wrappings

Fourth Floor Hotel Breslin
Room 422 Toy Fair, 1922

THE AMERICAN CRAYON CO.
130 West 42nd St. New York City

Factory, Sandusky, Ohio

Chalks, Crayons, Water Colors, Pencils, Candles and Paste

Fourth Floor, Hotel Breslin
Rooms 405-407 Toy Fair, 1922

PHOENIX TOY CO.
MILWAUKEE, WIS.

LIBERTY STONE BLOCKS
TYRO BLOCKS

Fourth Floor
Room 419 Hotel Breslin
Fred Goetz Toy Fair, 1922

THE GENDRON WHEEL CO.
TOLEDO, OHIO

Gendron-Pioneer Children's Vehicles, Coaster Wagons, Automobiles, Velocipedes, Hand Cars, etc. Also Doll Carriages

Fourth Floor, Hotel Breslin Toy Fair, 1922
Rooms 414 and 416 L. J. Smith
McArthur Fisher

PHOENIX TOY CO.
MILWAUKEE, WIS.

LIBERTY STONE BLOCKS

Fourth Floor
Room 419 Hotel Breslin
Fred Goetz Toy Fair, 1922

HALSAM PRODUCTS CO.
4114-4124 Ravenswood Avenue
CHICAGO

HALSAM "SAFETY BLOCKS"
The New Embossed Alphabet Blocks
AEROPLAY TINKERBLOX DICE

Fourth Floor, Hotel Breslin Toy Fair, 1922
Room 404 Harold E. Hirsch
B. L. Verkler

THE TOY TINKERS
EVANSTON, ILL.

TINKER TOYS
"The Fastest Selling Line in America"

Rooms 502-503
Fifth Floor, Hotel Breslin Toy Fair, 1922
Laurence D. Ely
Albert J. Liescke

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1922 Toy Fair, Hotel Breslin, New York, Feb. 6 to Mar. 11

C. P. HENRY
AUBURN, N. Y.

BENNER Shoo Flys, See Saws, Baby Walkers
SHEBOYGAN Coaster Wagons, Tables, Chairs.
GENUINE Flexible Flyers, Fire Fly Coasters
JACK RABBIT Velocipedes, Bunny Cars.
HENRY DISPLAY RACK.

Fifth Floor, Hotel Breslin — Toy Fair, 1922
Suite 508-510-512

THE DAN PATCH CO.
CONNERSVILLE, IND.

CHILDREN'S VEHICLES

Fifth Floor, Hotel Breslin — Toy Fair, 1922
Room 514 — F. E. Kehl

TOPLIFF-ELY-CO.
WASHINGTON, PA.

Reed Doll Carriages — Collapsible Doll Carts
English Perambulators

Fifth Floor, Hotel Breslin — Toy Fair, 1922
Rooms 518-520

WALBERT MFG. CO.
CHICAGO, ILL.

Pitch-'Em "Rubber Horseshoe Game"
Pitch-'Em Winks, "Table Horseshoe Game"
Walbert Caterpillar Tractor
Walbert Trailer
Yankee Tank
Self-Reversing Street Car
Self-Reversing Ferry Boat
Sinking Battle Ship

Fifth Floor, Hotel Breslin — Toy Fair, 1922
Room 511 — N. H. Fuller

HILL-STANDARD CO.
"THE IRISH MAIL" LINE
of Children's Play Vehicles

HOTEL BRESLIN—FIFTH FLOOR
ROOM 516

General Office: Anderson, Ind.
Factories: Anderson and Kokomo, Ind.

MEINECKE MANUFACTURING COMPANY
MILWAUKEE, WISCONSIN

Manufacturers of
Doll Carriages, Hobby Horses, Children's Desks, Chairs Tables, and Shooflies

Fifth Floor, Hotel Breslin — Toy Fair, 1922
Rooms 504 and 506 — T. Palmer Ullmann, Representative

THE CARROM COMPANY
LUDINGTON, MICH.

GAME BOARDS
KINDERGARTEN BLOCKS AND TABLES
CARD TABLES

Fifth Floor, Hotel Breslin — Toy Fair, 1922
Room 507 — R. B. Sturtridge, W. J. Mulder

JANESVILLE PRODUCTS CO.
JANESVILLE, WIS.

THE SKUDDER CAR
Ball-Bearing—No Dead Center
Janesville Ball-Bearing Coaster Wagons
The Janesville Line Children's Vehicles

Sixth Floor, Hotel Breslin — Toy Fair, 1922
Room 607

AMERICAN FLYER MFG. COMPANY
2225-39 So. Halsted St. CHICAGO, ILL.

A Complete Line of
Mechanical and Electrical Miniature Railroads and Accessories

Sixth Floor, Hotel Breslin — Toy Fair, 1922
Room 602 — H. F. Mack

THE SCHIEBLE TOY & NOVELTY CO.
DAYTON, OHIO

THE FAMOUS
HILL CLIMBER TOYS

Sixth Floor, Hotel Breslin — Toy Fair, 1922
Room 606 — W. E. Schieble

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1922 Toy Fair, Hotel Breslin, New York, Feb. 6 to Mar. 11

KATHERINE A. RAUSER, Inc.

DOLL OUTFITS AND ACCESSORIES
DOLLS

Sixth Floor, Hotel Breslin
Room 608

Toy Fair, 1922
Mrs. K. A. Rauser

M. A. DONOHUE & CO.

701-733 So. Dearborn Street
CHICAGO

GIFT BOOKS
TOY BOOKS CLOTH BOOKS

Sixth Floor, Hotel Breslin
Rooms 610-612

Toy Fair, 1922
Wm. Hammersley

CLARENCE KINNE

PAWTUCKET, R. I.

Tennis, Croquet, Fishing Tackle
Athletic Goods

PRATT MFG. CO.

Boys' & Girls' Sleds, Shoo Flies, Etc.

Sixth Floor, Hotel Breslin
Room 614

Toy Fair, 1922
Clarence Kinne

IDEAL NOVELTY & TOY CO.

273-287 Van Sindern Ave. BROOKLYN, N. Y.

A NEW LINE OF

WALKING { DOLLS / TEDDY BEARS

SITTING BABIES MOVING EYE DOLLS
EXCLUSIVELY

Sixth Floor, Hotel Breslin
Room 616

Toy Fair, 1922
M. Michtom

THE JOHN C. TURNER CO.

DAYTON, OHIO

STEEL TOYS

30-inch Locomotive and Tender

Sixth Floor, Hotel Breslin
Room 622

Toy Fair, 1922
V. R. Roehm

THE KIRBY MFG. CO.

MIDDLETOWN, CONN.

Toys with Bells

REINS RATTLES CHIMES

Sixth Floor, Hotel Breslin
Room 609

Toy Fair, 1922
E. S. Coe

DAYTON TOY & SPECIALTY COMPANY

DAYTON, OHIO

Wood Bottom Wagons, All-Steel Express Wagons, Wheelbarrows, Dump Wagons, Carts, Ring-A-Peg

Sixth Floor, Hotel Breslin
Room 611

Toy Fair, 1922
John G. Alexander

M. J. CHASE

PAWTUCKET, RHODE ISLAND

The Chase Stockinet Doll, Character Dolls, Educational Dolls, Bath-Tub Dolls, Rag Dolls.

Sixth Floor, Hotel Breslin
Room 615

Toy Fair, 1922
R. D. Chase

A. C. WILLIAMS CO.

RAVENNA, OHIO

IRON TOYS

Sadirons, Animal Banks, Wheel Toys, Etc.
Housefurnishing Specialties

Sixth Floor, Hotel Breslin
Room 618

Toy Fair, 1922
J. J. Kent

CROSBY MFG. CO.

FRENCHTOWN, N. J.

DOLL CARRIAGES GO-CARTS
of Reed and Iron

Sixth Floor, Hotel Breslin
Room 622

Toy Fair, 1922
W. W. Rogers

Digitized by Google

1922 Toy Fair, Hotel Breslin, New York, Feb. 6 to Mar. 11

CRYSTEEL WORKS
BENJAMIN ELECTRIC MFG. CO.

Works: Chicago, Illinois
Offices: New York and Chicago

Child's Table and Chair Set and Crysteel Porcelain Enameled Table Tops, Kitchen Furniture, Etc.

Room 619 — Sixth Floor, Hotel Breslin, Toy Fair, 1922

KIRCHEN BROS.

312-316 S. Canal St., CHICAGO

CHRISTMAS DECORATIONS

Vines Wreaths Poinsettias
Crepe Paper Hats — Favor Nut Cups

A. R. FLICK, Representative — Room 617, Breslin Hotel

ALL-METAL PRODUCTS COMPANY

WYANDOTTE, MICH.

Manufacturers of

Wyandotte Automatic Pop-Gun
Wyandotte Cork and String Gun
Wyandotte Cork Pistol
Shooting Galleries

Room 604, Breslin Hotel — Represented by Ralph P. Harlan

DESSART BROS.

BROOKLYN, N. Y.

Masks, Masquerade Suits, Santa Claus Outfits

Seventh Floor, Hotel Breslin, Room 702 — Toy Fair, 1922, Charles H. Dessart

H. J. PHILLIPS COMPANY, Inc.

354 Fourth Ave., New York
Factory, Branford, Conn.

Manufacturers of

GAMES, BLOCKS, TOYS, Etc.

Rooms 709-711, Harry J. Phillips — Seventh Floor, Hotel Breslin, Toy Fair, 1922

THE N. D. CASS CO.

ATHOL, MASS.

WOODEN TOYS
FUNNY FACE FAMILY

Seventh Floor, Hotel Breslin, Rooms 714 and 716 — Toy Fair, 1922, N. D. Cass

ARCADE MFG. CO.

FREEPORT, ILL.

Games, Iron and Wood Toys, Bird Houses, Hardware

Seventh Floor, Hotel Breslin, Room 718 — Toy Fair, 1922, S. C. Schmitt

B. WILMSEN

212 Ionic Street PHILADELPHIA, PA.

CHRISTMAS TREE DECORATIONS
PAPER BELLS GARLANDS
HALLOWE'EN GOODS

Seventh Floor, Hotel Breslin, Room 708 — Toy Fair, 1922, B. Wilmsen, Jr., Wm. C. Campbell

CHARLES E. GRAHAM & CO.

NEWARK, N. J.

LITHOGRAPHED TOY BOOKS

Seventh Floor, Hotel Breslin, Rooms 710-712 — Toy Fair, 1922, C. E. Graham, A. H. Graham

M. GROPPER & SONS

Building No. 6, Bush Terminal
BROOKLYN, N. Y.

Manufacturers of

WOOD AND METAL TOYS

Seventh Floor, Hotel Breslin, Rooms 704-706 — Samuel Gropper, J. Pressman

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1922 Toy Fair, Hotel Breslin, New York, Feb. 6 to Mar. 11

ANDERSON RUBBER CO.
AKRON, OHIO

Rubber Balls and Balloons
Toys and Novelties
Foot Balls

Seventh Floor, Hotel Breslin
Room 720

S. W. Anderson
Wm. C. Woltman

PAUL AVERILL, INC.
107 Bleecker St. New York City

"WONDER WALKING DOLL"

Seventh Floor, Hotel Breslin
Room 522

Toy Fair, 1922

WM. F. DRUEKE & CO.
GRAND RAPIDS, MICH.

Staunton Pattern Chessmen
Cribbage Boards Rhum Boxes
Hudson Maxim's Game of War
Toy Spinet Desks

Room 704
W. F. Drueke

Seventh Floor, Hotel Breslin
Toy Fair, 1922

AVERILL MANUFACTURING COMPANY
NEW YORK

MADAME HENDREN
TALKING AND WALKING DOLLS
KUDDLE BUNNIES

Acy Lehman
Rooms 715-722-724

Toy Fair, 1922
Hotel Breslin

THE BEISTLE COMPANY
SHIPPENSBURG, PA.

Paper Bells and Garlands, Valentines, Paper Hats, Hallowe'en Goods

Seventh Floor, Hotel Breslin
Rooms 717, 719
J. G. Duff
Walter Robichaud

Toy Fair, 1922

ROGERS CONSTRUCTION CO.
GLOUCESTER, N. J.

Rogers Sunshine Toys

Eighth Floor, Hotel Breslin
Room 806
F. C. Rogers
J. J. Garvin

Toy Fair, 1922

THE GEORGE FRANKE SONS CO.
BALTIMORE, MD.

Tinsel Garlands, Tree Ornaments, Nested Christmas Gift Boxes

Eighth Floor, Hotel Breslin
Room 812

Toy Fair, 1922
Bernard E. Franke

LUDWIG & LUDWIG
1611-1615 No. Lincoln Ave. CHICAGO

TOY DRUMS

Eighth Floor, Hotel Breslin
Room 811

Toy Fair, 1922
Arthur Davidson

THE RUNDLE MFG. CO.
FREMONT, OHIO

Extensive Line Children's Vehicles

Eighth Floor, Hotel Breslin
Room 802

Toy Fair, 1922
Geo. W. Rundle

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1922 Toy Fair, Hotel Breslin, New York, Feb. 6 to Mar. 11

HAFNER MANUFACTURING CO.

CHICAGO, ILL.

"Overland Flyer" Railways

Eighth Floor, Hotel Breslin
Room 816

Toy Fair, 1922
W. F. Hafner

THE DAYTON FRICTION TOY CO.

DAYTON, OHIO

Friction Toys

Eighth Floor, Hotel Breslin
Room 814

Toy Fair, 1922

DOWST BROS. CO.

120 Ann Street, CHICAGO

METAL TOYS
5 & 10 CENT GOODS

Eighth Floor, Hotel Breslin
Room 820

Toy Fair, 1922
T. S. Dowst

THE REPUBLIC TOOL PRODUCTS CO.

DAYTON, OHIO

Momentum
Floor Toys

Eighth Floor, Hotel Breslin
Room 822

Toy Fair, 1922
C. F. Black

WEEDEN MFG. CO.

NEW BEDFORD, MASS.

Toy Steam Engines

Eighth Floor, Hotel Breslin
Room 808

Toy Fair, 1922
William Ritchie

THE FOX TOY COMPANY

BEREA, OHIO

Originators "Foxy Toys," Unbreakable Educational Steel Slates, Easel Black Boards, Wall Boards, Spelling Boards, Word Sentence and Problem Builders. Games and Puzzles

Eighth Floor, Hotel Breslin
Room 809

Toy Fair, 1922
J. H. Fox, C. E. Fox

W. A. HUSTON

Representing LA VELLE MFG. CO.

NEW HAVEN, CONN.

EDUCATIONAL TOYS

Rooms 817 and 819

Breslin Hotel
Toy Fair, 1922

BAUMGARTEN & CO.

BALTIMORE, MD.

"Toys that Print," Rubber Stamps and Stencil Toys, Printing Presses, Sand, Art

Eighth Floor, Hotel Breslin

Room 818
Morris Baumgarten

Toy Fair, 1922
J. W. Baumgarten

WALLIE DORR CO., INC.

NEW YORK

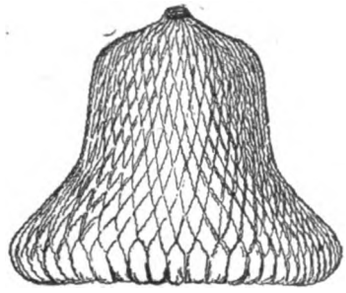
Pool Tables
Touring Card Game
Foolish Questions Card Game
Something New

8th Floor Hotel Breslin
Room 804

Toy Fair, 1922
Wallie Dorr

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The Beistle Line
Tissue Paper Bells and Garlands



THE BEISTLE TISSUE PAPER BELL LINE

All sizes graduating from 3 inch to, and including 18 inch, in all combinations of colors. Christmas Red Bells, Red & Green Bells, White Wedding Bells, Purple & White Easter Bells, Red, White & Blue Bells for National Holidays. Bells made in all combinations of colors for export.



THE BEISTLE TISSUE PAPER GARLAND LINE

Non-insert Garlands from the small 2 for 5c to 10c retail values; about 25 kinds and big range of prices.



Insert Garland from 5c to 25c. New creations and big range of varieties and prices; about 60 kinds to select from.

WREATHS

This line is made with a view of large orders. Some big values and big variety to select from.



Paper Hats, fine line, new designs. 5c and 10c retail Fraternity Hats. You cannot afford to overlook this profitable line for your Department.



THE BEISTLE LINE OF CARD BOARD NOVELTIES

Some new goods and the old ones improved. It's worth looking into.

Are now made on our new

AUTOMATIC BELL MACHINE

This Marvelous Automatic Machine will produce

500,000 Bells or Garlands a Day

This is the only Paper Bell and Garland machine in the world that automatically performs every operation in the production of Paper Bells and non-insert Garlands. It takes the paper from the rolls at one end and delivers the finished Bells, or Garlands, at the other end ready for inspection and packing. It is adjustable from 3 inch to 18 inch Bells and all sizes of non-insert garlands.

Saves 95 per cent of Labor Costs
Think what this means to you.
We mean just what we say-Our price will prove it



Hallowe'en Paper Novelties

Hallowe'en Hats, Masks, Flat Pumpkin Head Hangers and Tissue Paper Garlands. Balls, Party Outfits, Cut-out Cats, Witches, Pumpkins and Hallowe'en designs. This is **the one line** of this class of merchandise made in the U. S. that no dealer can afford to pass up. It is a real money maker. Goods priced especially for the Jobbing Trade, others for the Department Store and still others for the 5 and 10 cent Syndicates.

Tinsel Garlands and Tinsel Ornaments

Full Line on Display at the

NEW YORK TOY FAIR

Rooms 717 - 719 Hotel Breslin

Display in charge of

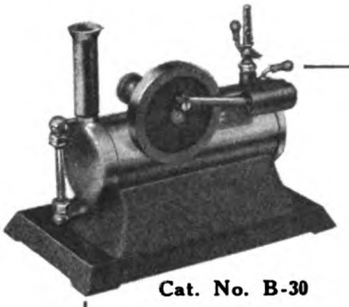
M. L. BEISTLE J. G. DUFF WALTER ROBICHAUD

THE BEISTLE COMPANY, Shippensburg, Penn.

Permanent New York Office: Room 428, Fifth Avenue Building

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ANNOUNCING
TO THE
TOY BUYERS OF AMERICA



Cat. No. B-30

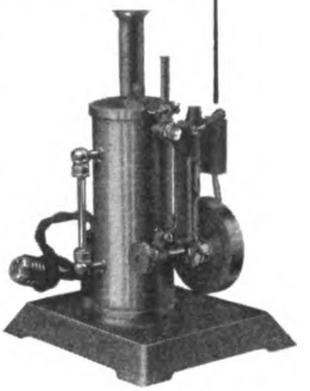
THE EMPIRE ELECTRIC
TOY STEAM ENGINES

PERFECT working models. Designed and built to perform—no danger from fire—electrically heated—heating element guaranteed—five feet of cord separate from engine—attachment plugs on each end—safety valve prevents liability of explosion.

Finished in bright red enamel and highly polished nickel.

Packed three to a carton.

RETAIL PRICE ONLY $12.00



Cat. No. B-31

Meet Us At The IMPERIAL--TOY FAIR



Cat No. B-26

THE EMPIRE ELECTRIC
TOY RANGE
It Cooks—It Bakes

EACH range comes packed in an attractive carton with set of aluminum utensils, 16 inches high, 11 inches wide, 6 inches deep. Three ranges to a crate.

RETAIL PRICE ONLY $10.00

MANUFACTURED EXCLUSIVELY BY

THE EMPIRE TRANSFORMER CO.

2000 Southport Avenue

CHICAGO, ILL.

Digitized by Google

HOTEL IMPERIAL
MEET US AT THE TOY FAIR
FEBUARY 6th to MARCH 11th
BROADWAY 31st & 32nd STREETS N.Y.

It Started Over a Match—

Three preoccupied men, strangers to one another, had adjacent seats on the Twentieth Century from Chicago.

After a while, one selected a cigar from his case. A painstaking search through his pockets failed to produce the requisite match.

Cigar in hand, he leaned over to a fellow passenger who likewise made an unfruitful effort. Then they both turned to the third, an elderly gentleman, who smilingly supplied the necessary sulphur stick.

In the ensuing conversation, it was learned that while all three were toy buyers, the keen-eyed gentleman who was so amply supplied with matches was the only one who consistently followed up the Toy Fair.

"I never fail," he said, "to visit the Toy Fair at the Hotel Imperial, because those manufacturers who are exhibiting there are usually the ones who are the most progressive in every respect, and who have the newest items and novelties for which I am constantly looking."

"Years ago, I made a practice of calling at the offices and factories of the various manufacturers. You cannot imagine how much time and energy I save by attending this Fair. Why, for the last six years, I have secured the cream of the trade in Milwaukee because I show the latest novelties six months before the other fellow."

Bear this in mind—the very latest and newest items in the way of toys will be shown at the Fair. Make it a point to visit us when you come to New York. A brief description of the lines of those manufacturers who have already contracted for display space appears in the card announcements on the following pages.



1922 TOY FAIR

February 6th—March 11th

HOTEL IMPERIAL NEW YORK

Broadway, 31st and 32nd Streets

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MEET US AT HOTEL IMPERIAL DURING THE TOY FAIR

AMERICAN COLORTYPE CO.

1151 Roscoe Street CHICAGO, ILL.

Holiday Post Cards, Christmas Tags and Seals, Paper Cut-Out Dolls, Doll Furniture and FOLD-A-WAY TOYS

M. A. Dreyer
M. Sweyd
F. P. O'Brien
Room 221

Hotel Imperial
Toy Fair, 1922

AMERICAN-MADE TOY CO.

61 Pennsylvania Ave. Brooklyn, N. Y.

ANIMALS DE LUXE

Room 229
L. Bloom

Hotel Imperial
Toy Fair, 1922

AMERICAN PICTOGRAPH CO.

MANCHESTER, N. H.

Manufacturers of

MOTION PICTURE MACHINES FOR THE HOME

E. E. Kaloust
A. R. Logan
F. E. Johnston
Room 316

Hotel Imperial
Toy Fair, 1922

AMERICAN TOYLAND CREATORS, INC.

56 Summer Ave. Newark, N. J.

"Mechanical Novelties"
"AERIAL SPINNER"
"American Toyland Circus Series"
"American Flying Squadron"
Submarines

Room 330
B. A. Meyer

Hotel Imperial
Toy Fair, 1922

ATLAS DOLL & TOY CO.

BALTIMORE, MARYLAND

All-Metal Dolls
Metal Heads
Cork Stuffed Dolls with Metal Heads and Metal Arms

Room 328
Robert Gerber

Hotel Imperial
Toy Fair, 1922

AUTOMATIC CRADLE MFG. CO.

STEVENS POINT, WIS.

Manufacturers of the

"FLIVVER"

(A Propelling Car for Children)

Space 220—Second Floor
J. A. Literski

Hotel Imperial
Toy Fair, 1922

R. W. BACON, INC.

GARWOOD, N. J.

SPRINKLIT

More Fun Than Painting

LUTHY HYGH ARTE CHYNA

IN TOY TEA TABLE BOXES

Room 123
R. W. Bacon

Hotel Imperial
Toy Fair, 1922

W. J. BAKER CO.

NEWPORT, KY.

Makers of

Roller and Ball Bearing Rubber Tired Wheel Goods—
Base Ball Game and Specialties

Room 338
E. H. Ketchum

Hotel Imperial
Toy Fair, 1922

BASTIAN BROS. CO.

ROCHESTER, N. Y.

Manufacturers

TOYS and NOVELTIES, CELLULOID, BABY RATTLES—
PIN WHEELS

Room 216
E. L. Brown

Hotel Imperial
Toy Fair, 1922

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MEET US AT HOTEL IMPERIAL DURING THE TOY FAIR

BINNEY & SMITH CO.

81-83 Fulton Street NEW YORK CITY

CRAYON and PAINT SETS

Room 321 Hotel Imperial
E. J. Bremble Toy Fair, 1922

J. S. BERGEN & SON

NEW BRUNSWICK, N. J.

Ribbonzene, Tinsel Cords, Individual Roll Paper Products and Paper Specialties

Room 324 Hotel Imperial
P. S. Berger Toy Fair, 1922

BON-TOBER SPORTING GOODS COMPANY

HARTFORD, CONN.

Manufacturers of

Base-Balls, Indoor and Playground-Balls, Basket-Balls, Rugby-Balls, Gloves and Mitts

Room 324 Hotel Imperial
Fred W. Roth Toy Fair, 1922

BOSTON NOVELTY CO.

INCORPORATED

CONCORD, N. H.

Manufacturers of

Mechanical Wood Toys
Toy Furniture
Building Blocks

Room 231 Hotel Imperial
H. M. Green Toy Fair, 1922

BOWMAN ASSOCIATED TOY FACTORIES

CLEVELAND, OHIO

Aluminum, Enamel, China Toy Sets. Minerva and "Bee-Vee" Wheel Toys. Bowman All-Steel and Wooden Coasters. Carts, Wheelbarrows, Hay Wagons. Rooms 101, 103, 105, 107.

C. F. Lawson Hotel Imperial
W. M. Oddie Toy Fair, 1922

C. E. BRADLEY CORPORATION

BRATTLEBORO, VERMONT

TENPINS and WOODEN TOYS

Room 240 Hotel Imperial
Toy Fair, 1922

THE BURDETTE-MURRAY CO.

CLEVELAND, O.

THE DRAWING MASTER

—Educational Series—

Room 437
J. C. Murray Hotel Imperial
E. A. Sporley Toy Fair, 1922

CENTURY DOLL CO.

68 West 14th Street

NEW YORK

CHARACTER DOLLS OF QUALITY

Room 309 Hotel Imperial
Otto L. Meyer Toy Fair, 1922

L. C. CHASE & CO.

89 Franklin Street BOSTON

New York Office at 19 East 24th Street

CHASE PRESSED STEEL WHEELS

Room 212 Hotel Imperial
Toy Fair, 1922

THE CHESSLER COMPANY

BALTIMORE, MD.

Stuffed Rabbits, Animals, Cloth and Felt Dolls
Felt Caps, Pennants

Room 111 Hotel Imperial
F. J. DeHart Toy Fair, 1922

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MEET US AT HOTEL IMPERIAL DURING THE TOY FAIR

CHICAGO FERRULE & NUT COMPANY

880 Lill Ave. Chicago

Manufacturers of

Buddie Toys

Buddie Acrobats Buddie Pull and Push Toys
Buddie Cannon Steel Doll Furniture

Room 239 Hotel Imperial
Toy Fair, 1922

CITY OF PARIS IMP. CO.

170 5th Ave. New York City

PYFYLY

The Last Word in Constructional Toys
No Tools, Nails or Glue Required,
Just "Slip the Clip"

Room 203
Georges Silverblath,
American Representative
Hotel Imperial
Toy Fair, 1922

THE H. G. CRESS CO.

TROY, OHIO

Educational Game Boards

Red Spelling Boards
Word Builders
Sentence Builders
Sight Readers
Beginners' Art
Problem Builders
A B C Blackboards
Animal Hitching
Ezy Art

Fireside Games

H. G. Cress
H. G. Weisenbarger
Room 128
Hotel Imperial
Toy Fair, 1922

A. B. CUMMINGS

ATTLEBORO, MASS.

STANDARD TOY MOVING PICTURE MACHINES

1922 Models are in the "Professional" Class

Room 217
H. P. Greenslitt
Hotel Imperial
Toy Fair, 1922

DAIL STEEL PRODUCTS CO.

LANSING, MICH.

WOLVERINE SPEEDSTER

All Steel Rubber Tired Disc Wheel—Guaranteed to Carry a Ton

B. M. Corcoran
S. Becker
Hotel Imperial
Room 319

REES DAVIS TOY CO.

512-514 S. Wabash Ave. CHICAGO, ILL.

FLOATING TOYS AND NOVELTY DOLLS

Room 436
Hotel Imperial
Toy Fair, 1922

THE DIAMOND TOY CORPORATION

25 West 43rd St. NEW YORK
OSWEGO, N. Y.
ATHOL, MASS.

Diamond Toys for 1922
The Finest Made in Wood

Room 109
H. B. Foster
Lee Conover
J. B. Price
Hotel Imperial
Toy Fair, 1922

CON F. DREES MFG. CO.

COVINGTON, OHIO

Hand Painted Character Toys
Metal Wheel Toys
Animal Wheel Toys
Chick Feed & Drink Fountain
Fly Traps

Room 126
Hotel Imperial
Toy Fair, 1922

THE DRICO SILO CO., Inc.

MINNEAPOLIS, MINN.

SIX IN ONE

KIDDIE GYM

Patent Pending

HOUSE AND LAWN GYMNASIUM

A Complete PLAY OUTFIT FOR BOYS and GIRLS
The KIDDIE GYM has become famous, with the Youngsters, throughout the Nation, by putting Joy into Gymnastics and Fun into Muscle Building.

Room 421
Hotel Imperial
Toy Fair, 1922

THE ELM CITY WOOD TOY MFG. CO.

385 State Street NEW HAVEN, CONN.

Makers of 25c, 50c and $1.00 Toys

Doll Carriages
Bassinettes
Cradles
Doll Beds
Automobiles
Wagons
Trucks
Dump Carts, etc.

Biggest and best items for the money. Don't fail to look our line over.

Room 339
Wm. Adler
Hotel Imperial
Toy Fair, 1922

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MEET US AT HOTEL IMPERIAL DURING THE TOY FAIR

EXERSWING CO.

24 No. 5th St. Minneapolis, Minn.

EXERSWING

The Children Go Wild Over This Self-Propelling Swing that Symmetrically Exercises Them While at Play

Room 226 Hotel Imperial Toy Fair, 1922

THE GENERAL PHONOGRAPH MFG. CO.

ELYRIA, OHIO

Formerly Named The Garford Mfg. Co.

BABY TOY PHONOGRAPHS

Guaranteed Goods

Room 234 Hotel Imperial
Homer Stephens Toy Fair, 1922

R. FLEISCHER & CO.

171-173 Wooster St. NEW YORK

STUFFED ANIMALS

Room 290 Hotel Imperial
R. Fleischer Toy Fair, 1922

E. GOLDBERGER

465-469 West Broadway, N. Y. C.

Popular Priced Stuffed DOLLS
Character DOLLS
Carnival DOLLS

Room 247 Hotel Imperial
Meyer Yondorf Toy Fair, 1922

FULTON SPECIALTY CO.

ELIZABETH, N. J.

RUBBER TYPE PRINTERS
SIGN MARKERS
PRIZE PAINTING OUTFITS
"THE WIZARD"—1921's Best Seller

Room 350
Louis H. Tavernier Hotel Imperial
Charles T. Strassle Toy Fair, 1922

GOTTLIEB PAPER PRODUCTS MFG. CORP.

54-56 So. 2nd St. BROOKLYN, N. Y.

Serpentines and Confetti, Christmas, Hallowe'en, Easter, Patriotic
Bells and Garlands

I. W. Gottlieb Room 248
Martin Gottlieb Hotel Imperial
Alexander Blau Toy Fair, 1922

SAM'L GABRIEL SONS & CO.

74-76 5th Avenue NEW YORK CITY

TOY BOOKS
BLOCKS
GAMES

"To keep busy the little hands and little head."

A. R. Gabriel
C. A. Conrath Hotel Imperial
Room 315 Toy Fair, 1922

GRAND RAPIDS TOY MFG. —— CO. ——

GRAND RAPIDS, MICH.

TO-TO TOYS
High Grade Toy Furniture

Room 222
R. S. Brown
H. A. Worm Hotel Imperial
L. W. Rottier Toy Fair, 1922

GEM TOY CO.

42 Green Street NEW YORK CITY

Manufacturers of

DOLLS

Room 232 Hotel Imperial
A. A. Kaufman Toy Fair, 1922

HENRIKSEN MFG. CO.

2242-44 Belmont Ave. CHICAGO, ILL.

TOY—GAMES

Room 431 Hotel Imperial
G. W. Colin Toy Fair, 1922

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MEET US AT HOTEL IMPERIAL DURING THE TOY FAIR

H. E. M. MFG. CO.

HAMILTON, OHIO

Manufacturers of

"CHUMMIES"

and other High Class Novelties

Room 206 — Hotel Imperial Toy Fair, 1922

HESSLEIN SONS, INC.

93-95 James St.

NEWARK, N. J.

PRACTICAL TOOL CHESTS WALL RACKS AND WALL CABINETS

Room 242 Hardy Hesslein — Hotel Imperial Toy Fair, 1922

THE JOHN HUGO MANUFACTURING CO.

NEW HAVEN, CONN.

The Famous Teletoys,
"You tell 'em and they do"

Radio Rex-Wireless Bank, also Ducky Lucky, It Walks and Swims

Room 337
J. B. Witherby
A. K. Radcliffe
G. A. Stockder
Hotel Imperial Toy Fair, 1922

HURST & CO.

114 East 23rd Street **NEW YORK**

TOY BOOKS and COMPLETE LINE OF CLOTH AND BOARD JUVENILES

Entirely Revised and Many New Items

Room 244 L. M. Levy — Hotel Imperial Toy Fair, 1922

HY-SIL MFG. CO.

REVERE, MASS.

Tinsel Cord—Ribbonzene—Tinsel Garlands—Tinsel Ribbon, Cards, Tags, and Seals—Narcissus Bulb Gift Boxes

Room 227 M. Silverman — Hotel Imperial Toy Fair, 1922

IDEAL BOOK BUILDERS

9 S. Clinton St. **CHICAGO**

Child Improvement Games

Room 133 R. H. Garman — Hotel Imperial Toy Fair, 1922

JEANNETTE TOY & NOVELTY CO.

JEANNETTE, PA.

Manufacturers of the

"Baby Jeannette Phonographs" and "Build-a-Ford"

The two big features of the 1922 Toy Fair

Room 432 Homer Miller — Hotel Imperial Toy Fair, 1922

JEFFERSON ELECTRIC MFG. CO.

426-430 So. Green St., CHICAGO, ILL.

Electrical Toy Motors **Washing Machines Toy Transformers**

Room 442 J. G. Bezark — Hotel Imperial Toy Fair, 1922

JOYLAND TOY MFG. CO.

124 Second St., Room 210
MILWAUKEE, WIS.

DOLL FURNITURE AND TOYS
for boys and girls

Room 322
M. J. Sullivan
A. W. Schwenger
Hotel Imperial Toy Fair, 1922

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MEET US AT HOTEL IMPERIAL DURING THE TOY FAIR

KAPLAN BROS.

Spring 3124 NEW YORK CITY 627 Broadway

Manufacturers and Importers of

Poinsettias	Stemmed Roses	
Xmas Holly Wreaths	"	Jonquils
Holly Berry Sprays	"	Carnations
Foxtails	"	Tulips
Cat Tails	"	Nasturtiums
Easter Lilies	"	Asters
Fern Dishes	"	Daisies
Baskets		

Millinery Flowers and Novelties

Room 334 Hotel Imperial
D. Kaplan Toy Fair, 1922

KEYSTONE MFG. CO.

53 Wareham St. BOSTON, MASS.

KEYSTONE MOVIEGRAPH

With Underwriters Approval

Moving Picture Machines

Room 241 Hotel Imperial
B. Marks Toy Fair, 1922

E. M. LEAVENS CO., INC.

Rochester New York

Toy Books—Paper and Linen
Painting Books, Paper Dolls
Walking Dolls and Cut-Out Novelties

5c to 75c retail

Mechanical Valentines, Post Cards

Room 250 Hotel Imperial
Toy Fair, 1922

LEHMAN MANUFACTURING —— CO. ——

CANNELTON, IND.

"THE KIDDIES MERRIGO"
JUVENILE FURNITURE
"Real Playthings that Last"

Room 344 Hotel Imperial
Wm. C. Lehman Toy Fair, 1922

OSCAR LEISTNER

323-325 W. Randolph St. CHICAGO, ILL.

Christmas Decorations, Flower Baskets, Favors, Artificial Flowers, Japanese Roping, Poinsettias

Room 230 Imperial Hotel

THE LINDSTROM TOOL & TOY COMPANY

50 Silliman Avenue BRIDGEPORT, CT.

Manufacturers of

Mechanical Automobiles, Spinning Tops and Climbing Monkeys

F. L. Lindstrom
Charles Wright
Room 236 Hotel Imperial
Toy Fair, 1922

LYNN COASTER CAR CO.

496 Washington St.

LYNN, MASS.

COASTER CARS

Room 204 Hotel Imperial
Toy Fair, 1922

MADMAR QUALITY COMPANY

UTICA, N. Y.

Animal Toys	Games
Cannons & Soldiers	Picture Puzzles
Electric Motors	Map Puzzles
Furniture Sets	Cradles

Room 415 Hotel Imperial
Ernest Slack Toy Fair, 1922

MANOR TOY & NOVELTY CO.

New Rochelle, N. Y.

WOODEN TOYS

Room 429 Hotel Imperial
Toy Fair, 1922

MARKS BROTHERS CO.

615 Albany St. BOSTON, MASS.

Stuffed Dolls with Celluloid Heads — Dandy Horns — 5c, 10, and 25c Toys

Room 241 Hotel Imperial
B. Marks Toy Fair, 1922

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MEET US AT HOTEL IMPERIAL DURING THE TOY FAIR

McLAREN-SLEIGHT CORPORATION
NILES, MICH.

Manufacturers

THE A B C LINE CHILDREN'S VEHICLES
WOODEN TOYS

Room 219 — Hotel Imperial
D. W. Crawford — Toy Fair, 1922

METALLIC INDUSTRIES, Inc.
Forest Park Blvd. — ST. LOUIS, MO.

"METALCRAFT"
Indestructible Playthings

A Complete Line of Steel Playthings of Original Design and Manufacture

Frank A. Price — Hotel Imperial
Room 427 — Toy Fair, 1922

MIDGET NOVELTY COMPANY, INC.
271 West 125th St., N. Y. C.
Factory: St. Joseph, Mich.

TOYS FOR BOYS AND GIRLS
All Wood Toy Carpet Sweepers
Shoo-Flys, Nursery Chairs
Solid Wood Dolls, Scooters
House Furnishing Numbers of Merit

Room 214 — Hotel Imperial
D. E. Klein — Toy Fair, 1922

THE MILLER RUBBER COMPANY OF N. Y.
AKRON, OHIO

MILLER
Inflated Balls — Sponge Dollies

Room 124 — Hotel Imperial
Toy Fair, 1922

MODERN TOY CO., INC.
181-191 Belmont Ave. — BROOKLYN, N. Y.

SUPERIOR QUALITY
CHARACTER DOLLS

Room 224
Max Roth
Julius Jacobson — Hotel Imperial
Toy Fair, 1922

GEORGE W. MORRIS
67 Union Street — PORTLAND, MAINE

Manufacturer of

The Best Christmas Stockings in the World — Filled with Toys

Room 342 — Hotel Imperial
Mr. Morris — Toy Fair, 1922

MUTUAL NOVELTY MFG. CO.
1119-1121 Washington Blvd.
CHICAGO, ILL.

Christmas Tree Decorations

THE ORIGINATORS OF
Silver Ribbon Icicles, etc.

Room 340 — Hotel Imperial
Mrs. L. Arnum — Toy Fair, 1922

NATIONAL ART NOVELTY CO.
1451-55 W. Harrison St. — CHICAGO, ILL.

METAL FRAMED PICTURES, MIRRORS, PHOTO FRAMES AND ART NOVELTIES

Room 447 — Hotel Imperial
Ezra Kaplan — Toy Fair, 1922

NATIONAL TOY MFG. CO.
2411 West 23rd St.
CHICAGO, ILL.

"JACKIE ACROBATS"
They Do 1000 Tricks

Hotel Imperial
R. L. Wanger — Toy Fair, 1922

THE NOURSE CO.
114 East 23rd Street
NEW YORK

Everything in Books for Children

Painting Books—"Something-to-Do" Books—Sewing Outfits—Cut-Outs, All Kinds—The Line Is Still Growing

Room 244 — Hotel Imperial
L. G. Nourse — Toy Fair, 1922

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MEET US AT HOTEL IMPERIAL DURING THE TOY FAIR

OHIO ART CO.
BRYAN, OHIO

Lithographers on Steel

TOY TEA SETS
WAGONS, CARTS, ETC.
OVAL FRAMED PICTURES
SAND PAILS

Room 115 — Hotel Imperial
H. S. Winzler — Toy Fair, 1922

PAN AMERICAN TOY COMPANY
KANSAS CITY, MO.

Easter Toys—Egg Rolling Games, Etc.,
New Base Ball Game, Golf Games,
Quaddy Toys and Games

Room 332 — Hotel Imperial
E. J. Balsiger — Toy Fair, 1922

A. S. PAYNE, INC.
NO. BENNINGTON VERMONT

DOLL FURNITURE
HAND MIRRORS AND
SUITE HANGERS

Mr. H. J. Cole
Mr. H. C. Thornton — Hotel Imperial
Room 345 — Toy Fair, 1922

PENNSYLVANIA MFG. CO.
Hatfield, Penna.

TOITY TOYS

The Finest Finished Line of Wooden Toys
at the Most Popular Prices

Hotel Imperial
Room 125 — Toy Fair, 1922

PINWHEEL MOVIE CO.
110 West 34th Street

PINWHEEL MOVIE

A New Toy Sensation
Retails at 10c

Hotel Imperial
Room 366 — Toy Fair, 1922

PIROXLOID PRODUCTS CORP.
200 Fifth Avenue NEW YORK
Factory: Long Island City

Christy Mathewson's
"Big Six"
Baseball Game

Room 225 — Hotel Imperial
H. Manovill — Toy Fair, 1922

THE PLATT & MUNK CO.
118-120 East 25th St.
NEW YORK

THE STAR BOOKS AND TOYS
FOR CHILDREN
"Happiness on Every Page"

Room 245 — Hotel Imperial
A. Munk — Toy Fair, 1922

THE POGO CO.
35-37 East 10th St. NEW YORK CITY

SOLE DISTRIBUTORS
of
THE POGO JUMPING STICK
The World's Greatest Toy for
Children, Boys, Girls, Men and Women

Hotel Imperial
Room 211 — Toy Fair, 1922

POLLYANNA CO.
1120 West 35th St. CHICAGO, ILL.

"Ready to Sew" Dolls' Clothes

Room 305 — Hotel Imperial
Fred S. Grant — Toy Fair, 1922

PORDELL PROJECTOR, Inc.
317-23 East 34th Street
NEW YORK CITY

PORDELL PROJECTOR

Hotel Imperial
Room 341 — Toy Fair, 1922

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MEET US AT HOTEL IMPERIAL DURING THE TOY FAIR

RACEGO GAME COMPANY
5952 Germantown Ave.
PHILADELPHIA, PA.

GO!
THE
HORSE RACING GAME

Room 205 — Hotel Imperial
Jas. B. Ludlow — Toy Fair, 1922

READSBORO CHAIR CO.
READSBORO, VERMONT

With our STAPLE LINE of Enamel and Varnish Finish Horse, Rooster and Duck SHOOFLIES, DESKS, BABY YARDS, WALKERS, CHAIRS, CRIBS, etc., we are offering this year some very attractive new numbers.

Room 207 — Hotel Imperial
John F. Mulany — Toy Fair, 1922

REISMAN BARRON & CO., Inc.
121-123 Greene St. — NEW YORK

200 STYLES TO RETAIL AT 25c-50c-$1.00

Sleeping, Fancy Dressed, Wig
DOLLS
Walking, Novelty, Composition Dolls

Room 237 — Hotel Imperial
E. Reisman — Toy Fair, 1922

Rex Rubber & Novelty Co.
House of Balloons
96 Warren St. — NEW YORK

Toy Balloons of Every Description
Rubber Toys and Rubber Balls
also
The Famous Rubber Dagger and Hatchet and Rubber Novelties

W. Caldwell — Hotel Imperial
Room 122 — Toy Fair, 1922

THE RICHARDS COMPANY
Sole Distributors—Toy Division
GOULD MANUFACTURING COMPANY

Toddler Toys

Room No. 347 — Hotel Imperial
Toy Fair, 1922

RICHMOND SCHOOL FURNITURE CO.
MUNCIE, IND.

"LITHO-PLATE" EDUCATIONAL
BLACKBOARDS
Equipped with Valentine Glascock Scrolls
"In a Class by Themselves"

Room 329 — Hotel Imperial
W. C. Tyrrell — Toy Fair, 1922

THE SAALFIELD PUBLISHING CO.
AKRON, OHIO

Children's Books for every type of trade. Doll Cut-outs, both Paper and Muslin. Donkey Party Games, etc. See the new Billy Whiskers Board Game.

Room 233 — Hotel Imperial
Ben Spero — Toy Fair, 1922

SANTA CLAUS TOY MFG. CO., INC.
64 S. Division St. — BUFFALO, N. Y.

UBILDIT
PLAY HOUSES
Architecturally Correct Houses
Accessible for Child Play
Packed and Sold "Knocked Down" or "Set Up"

Room 311 — Hotel Imperial
Toy Fair, 1922

SAROSSCO MFG. CO.
Office—1270 Broadway — NEW YORK
Factory—4257 Atlantic Ave., Richmond Hill

Manufacturers of
Solid lead Soldier, Jungle, Barnyard, and Indian Sets—the Hand-painted unbreakable toy for boys and girls

Room 430
I. G. Wolf — Hotel Imperial
B. Samuels — Toy Fair, 1922

SELRITE PRODUCTS, INC.
114 East 16th Street — NEW YORK

MECHANICAL TOY
"Home Run Babe"
"Trade Mark"

Room 331
Harry A. Freedman — Hotel Imperial
Jules G. Levy — Toy Fair, 1922

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MEET US AT HOTEL IMPERIAL DURING THE TOY FAIR

O. W. SIEBERT COMPANY
GARDNER, MASS.

Steel and Fibre Doll Carriages
Velocipedes and Bunny Kars

Room 121 — Hotel Imperial Toy Fair, 1922

SPRING VALLEY WOOD PRODUCTS CORP.
SPRING VALLEY, N. Y.

Boudoir and Floor Lamps, Ash Trays, Smoking Stands and Novelty Smokers, Bowling Alleys—Horse Bikes and Kiddie Cars

Also a Full Line of Decorated Work

Room 201 — Hotel Imperial Toy Fair, 1922

STANDARD CRAYON MANUFACTURING COMPANY
61 Putnam Street
DANVERS, MASS., U. S. A.

Originators of the Wax Crayon in America

WAX AND CHALK CRAYONS
Marking Products

Room 340 — Hotel Imperial Toy Fair, 1922

STATLER MFG. CO.
21 N. Liberty Street — BALTIMORE, MD.

Geographical Lotto and Other Games
Painting Boxes of a Superior Kind
Pollis Sets, Real Golf Sets for Children

Room 209 — Hotel Imperial Toy Fair, 1922

SWINT MANUFACTURING CO.
401-03 Brown St. — PHILADELPHIA, PA.

TOYS
Miniature Railroad Accessories
Scenic Effects
Games, Novelties, Etc.

Room 307
Wm. K. B. Swint
Hotel Imperial Toy Fair, 1922

THORDARSON ELECTRIC MFG. CO.
501-527 S. Jefferson St. — CHICAGO, ILL.

The "DANDITOY"
and other useful
TOY TRANSFORMERS

Room 428 — Hotel Imperial Toy Fair, 1922

TOY COMPANY OF AMERICA
Appleton, Wisconsin, U. S. A.

Over 70 Items — THE BIG LINE — Over 70 Items
Hand Decorated

Said one St. Louis buyer, "They sell like wild fire."

Writing Room
It will pay you to find our display.
Hotel Imperial Toy Fair, 1922

New—Original—Distinctive

THE TOY SHOP
117 Mercer Street — NEW YORK CITY

STUFFED TOYS

Room 438 — Hotel Imperial Toy Fair, 1922

TRANSOGRAM CO., Inc.
481 Sterling Pl. — BROOKLYN, N. Y.

10c WALKING DOLL
and the best line of "Gold Medal" Toys we have ever produced. Items to retail 25c to $10.00
Holly Boxes

Room 215
Chas. S. Raizen
Hotel Imperial Toy Fair, 1922

ULLMAN MANUFACTURING — CO. —
338-340-342 East 59th Street
NEW YORK

PAINT BOXES, COLORING OUTFITS
PAPER SCULPTURE

Irwin Strasburger
Joseph K. Straus
Room 333
Hotel Imperial Toy Fair, 1922

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MEET US AT HOTEL IMPERIAL DURING THE TOY FAIR

UNIVERSAL TOY & NOVELTY MFG. CO.

Office and Display Room:
158-162 N. Wells St., Chicago, Ill.
Factory: 212 Lathrop Ave., River Forest, Ill.
Romping Animals, Joy-Boy Clown, The Derby, Doll Carts and Toy Furniture

Room 416 — Hotel Imperial
E. F. Gibian — Toy Fair, 1922

WILDER MFG. COMPANY

17th and Clinton Sts. — St. Louis, Mo.
We Manufacture a Complete Line
Doll House Furniture, Wheel Goods, Games, Mystic Ouija Boards, Mitche Manitou Boards

Room 228 — Hotel Imperial
Oliver Bobe
Geo. H. Bauer — Toy Fair, 1922

THE VAN TOY COMPANY

Engineers Bldg. — Cleveland, Ohio

VANTOY
THE
$1.00 PHONOGRAPH

Room 327 — Hotel Imperial Toy Fair, 1922

WONDER FLOWER CO.

450 East 148th Street — New York City

RUBBER FRUITS

Room 320 — Hotel Imperial
L. F. Nortier — Toy Fair, 1922

WHITMAN PUBLISHING COMPANY

RACINE, - - WIS.
Toy Books — **Children's Stationery**
Toy and Other Books to sell at 10c, 25c
Children's Stationery up to $1.50
THE LINE FOR JOBBERS AND RETAILERS
Room 317 — Hotel Imperial
S. E. Lowe — Toy Fair, 1922

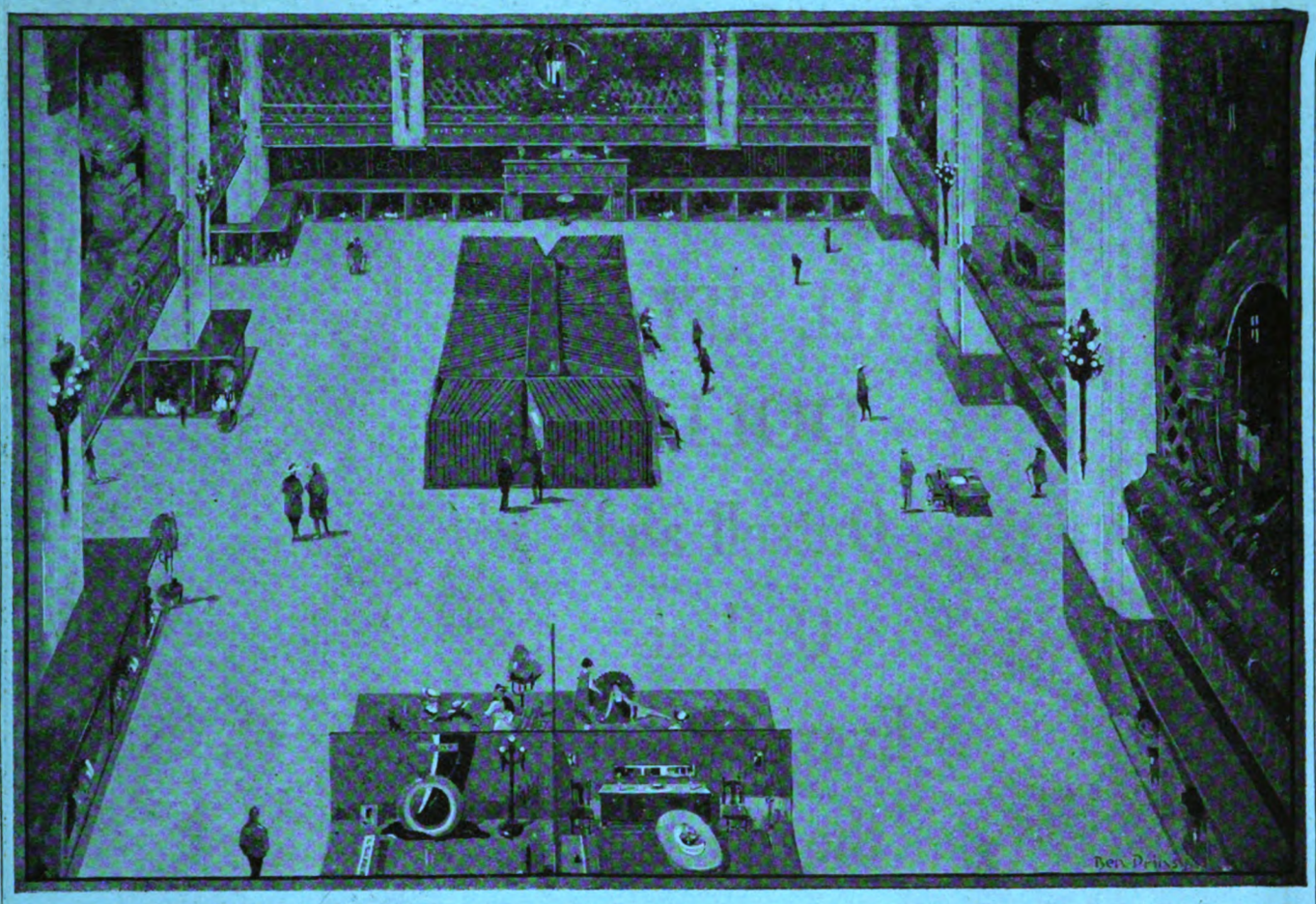
THE ZAIDEN TOY WORKS, Inc.

NEWARK, N. J.
Displaying Our 1922 Line of Mechanical Doll Creations

Room 127 — Hotel Imperial Toy Fair, 1922

Concern	Address	Room
The Art Metal Works	Newark, N. J.	263
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Empire Transformer Co.	Chicago, Ill.	267
Juvenile Mfg. Co.	Vincennes, Ind.	267
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Admission by Card Only

Whatever you do when you come to New York, be sure to visit the ***Red Room*** for buyers only.

The large and marvelously attractive Sales Promotion Room of the International Commercial Library, a subsidiary to the National Retail Merchants & Buyers Ass'n, Inc., located on the main floor of the Hotel and directly accessible from all entrances, will be devoted ***exclusively*** to the display of Toys from February 6th to March 11th, 1922.

It will be a directory of all toys and amusements devices for children shown anywhere in Greater New York.

It will embrace direct displays by foreign manufacturers together with those of importers---besides including those manufacturers whose lines are handled exclusively by jobbers.

Moreover, all the exhibitors at the Imperial Toy Fair will also be represented.

Complete details and information pertaining to any items shown can be obtained from the representative of the Association in charge.

In addition to this, the attendants will be pleased to arrange for interviews between interested buyers and the salesmen of exhibiting manufacturers located in Greater New York, in the Conference Rooms of this Organization.

Among the Exhibitors are the Oweenee Novelty Co.; Scott Novelty Co., New York; Wood Working Corp.; Ernst & Herman; Santa Claus Toy Co.; H. G. Cress Co.; National Paper Products Co.; Zaiden Toy Co.; Bay State Toy Co.; Mammoth Co.; M. Carlton Dank & Co.; Piroxloid Products Corporation; P. W. Bacon.

HOTEL IMPERIAL MEET US AT THE TOY FAIR FEBUARY 6th to MARCH 11th BROADWAY 31st & 32nd STREETS N.Y.

National Retail Merchants & Buyers Association, Inc.

Suite 161-163-165-167-169-171
HOTEL IMPERIAL
Broadway at 31st & 32nd Sts., New York

HOTEL IMPERIAL MEET US AT THE TOY FAIR FEBUARY 6th to MARCH 11th BROADWAY 31st & 32nd STREETS N.Y.

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Featherweight, Sanitary, and Absolutely Indestructible



ATLAS

ALL METAL DOLLS

Outsell and Outlast Every Doll on the Market





MEET US AT NEW YORK TOY FAIR
FEBRUARY 6th to MARCH 11th

Room 328—HOTEL IMPERIAL—Room 328
BROADWAY AND 32ND STREET, NEW YORK

ALL-METAL DOLLS

Lightweight, Washable, Unbreakable

Stamped Metal from head to toe, Hair Wigs, Sleeping Eyes, Real Baby Faces in Real Flesh Tint

ATLAS DOLLS Are Playproof

ATLAS DOLL & TOY CO.

317-19-21 North High St. BALTIMORE, MD.

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GLOBE

Bears Circle The Globe

Established 1908

Teddies

Whistling Teddies
with voices in paws or bodies.

Voice in Paws, an exclusive patented feature.

Dancing Bears in Overalls
with nose ring and chain.

Complete Line of Jointed Bears, 10 to 26 inches high.

Strolling Bears
In 3 sizes—Colors, Cinnamon or Beaver.

And a High Quality Line of

TEDDY BEAR MUFFS

All of Best Quality Plush in
CINNAMON, BEAVER AND WHITE



Mistress Levine and a GLOBE Bear



Deal With Headquarters

GLOBE TEDDY BEAR CO.

Largest Bear Manufacturers in the World

TELEPHONE GLENMORE 3177

501 Christopher Ave., Brooklyn, N. Y.

Permanent Display at the Bush Terminal Sales Building
130 W. 42nd St., New York. Toy Division, 8th Floor

BEARS

THE WORLD'S STANDARD SINCE 1908

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NEW UNIQUE COLORFUL PRACTICAL

See

My Dollies' Bungalow

Copyright IMSCO Inc.

Sells for 50c

First Showing Room 369
Hotel Imperial, New York City



Comes flat in container 8 inches square, ½ inch thick.

A beautiful house in full colors.

20 pieces of furniture folded and die-cut just enough to make them easy and simple to erect.

Living Room
Arm chair, davenport, desk, davenport table lamp and fireplace on the wall.

Bed Room
Bed, chiffonier, stand and chair.

Dining Room
Table, 4 chairs, lamp and buffet on the wall.

Kitchen
Table, stool, stove, kitchen cabinet and sink on the wall.

Pays you a good profit

The most practical doll's house ever devised.

4 rooms each 8 inches square.

Complete set of cut-out furniture for every room.

When at the Toy Fair Don't Fail to See

MY DOLLIES' MANSION

the most beautiful, colorful doll's house ever made—truly a work of art—each room 14 inches square, 30 pieces of wonderful furniture. Looks like a $5 item, sells for $2.50 and the **price to you is right.**

Be the First to Get This Wonderful Toy

Never before shown—on exhibition, Room 369, Hotel Imperial, New York.

MANUFACTURER'S AGENTS AND JOBBERS WRITE OR SEE US EARLY

MY DOLLIES' BUNGALOW and MY DOLLIES' MANSION
Pat. Applied For
Are Made Only by

INVENTORS MERCHANDISING SERVICE CO. INC.
801 Longacre Bldg., 1476 Broadway, Cor. 42nd. St.
NEW YORK

and Sold Only Under This Trade Mark

IMSCo PRODUCTS

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"GOLD MEDAL" TOYS



"Playthings that serve a purpose"

At the Old Stand — *Room 215*

Needlework Sets	Painting Outfits
Embroidery Sets	Sewing Cards
Chemistry Sets	10c Walking Doll

and *some* new items

JUST LOOK US OVER BEFORE YOU PLACE YOUR ORDER ON THESE LINES

"Gilt Edge" Nested **HOLLY BOXES** *The Distinctive Line of Xmas Gift Boxes at Surprisingly Low Prices*

WE MANUFACTURE

Handkerchief Boxes	Glove Boxes
Neckwear Boxes	Book Boxes
Shirtwaist Boxes	Candy Boxes
Hosiery Boxes	Jewelry Boxes
Dry Goods Boxes	Bath Robe Boxes
Umbrella Boxes	Shoe and Slipper Boxes

Etc., Etc., Etc.

HOLLY BOXES FOR EVERY PURPOSE

Buyers all over the country--as far West as Spokane have found it to their advantage to buy Holly Boxes from us so OUR PRICES SURELY ARE RIGHT. JUST LET US QUOTE YOU.



TRANSOGRAM CO., Inc.

MAKERS OF

"GOLD MEDAL" TOYS ---- "GILT EDGE" Holly Boxes

481 to 487 Sterling Place, BROOKLYN, N. Y.



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Progressive Agency of New Jersey

IMPORTERS
OF

Dressed **Dolls** Undressed

TOYS

HORSES
TOY SCALES
TEA SETS
TOY FURNITURE SETS
EASTER NOVELTIES
ETC.

TREE ORNAMENTS
SAIL BOATS
MECHANICAL TOYS
MUSICAL TOYS
GAMES—BLOCKS
HORNS—TRUMPETS

Novelties

Our Lines Are Ready
Buy Imported Toys Early

SOLE DISTRIBUTORS of
Revalo DOLLS

SHOW ROOMS
9 EAST 22nd ST.
NEAR BROADWAY
NEW YORK

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TELETOY TELETOY

The HUGO WIRELESS LINE

Going Over Just Like the Radio's Flash

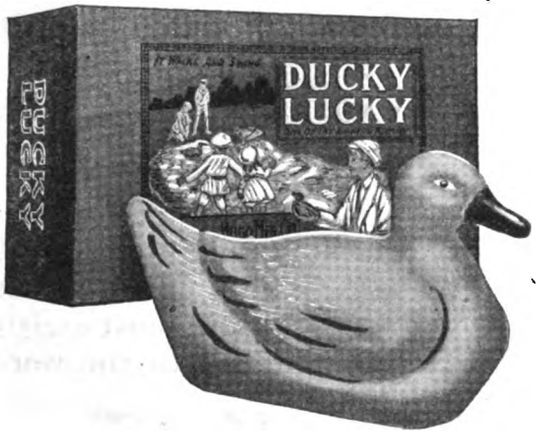
WILL SHOW
at the
HOTEL
IMPERIAL
during the
TOY FAIR
February 6th
to
March 11th
ROOM 337



RADIO REX NO. 799
Just Call "REX!" and Out He Comes
This sensational toy consists of a dog and kennel. Place the dog in the kennel, call "REX!" loudly, and he will dash out without any visible connection between the person and the kennel. Packed one each in an attractive carton. Weight per dozen, packed for shipment, 17 pounds. Wonderfully interesting and scientific. Order Now!

American
Toy Buyers
were quick to recognize the
Sales Value
of the most sensational innovation in
Toy Making
that has appeared in
a decade.
We have been
literally swamped
with orders.

"DUCKY LUCKY"
The Sensation of Last Year's Toy Fairs



No. 597—Patent Applied For.
DUCKY LUCKY, It Waddles and Swims.
Will not sink.
Weight per Doz., packed for shipment, 15 lbs.

TELETOY

Here's a New Thrift Proposition That Is a Wonder



WIRELESS BANK NO. 798
Automatically Operated by Sound Waves
This wonderful bank is a real scientific toy, encouraging thrift, while creating amazement. Place the coin in proper position, call "CASH" in a loud tone, and it immediately and mysteriously disappears. Comes packed one each in an attractive and artistic carton. Weight per dozen, packed for shipment, 30 pounds.

We have exclusive manufacturing and selling rights on Sound-Operated Toys under Christian Berger's patents of March 11, 1913; November 10, 1914; December 19, 1916, and September 24, 1918. These rights will be fully protected.



EXHIBIT IN ROOM 337

Personal Representatives

Geo. A. Stockder,

J. B. Witherby,

A. K. Radcliffe.

The JOHN HUGO
Manufacturing Company
60-62 Franklin Street
NEW HAVEN, CONN.

TELETOY TELETOY

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TRADE MARK **GO!** REGISTERED

PLAYED LIKE A REAL HORSE RACE
for
FIRST, SECOND and THIRD POSITION

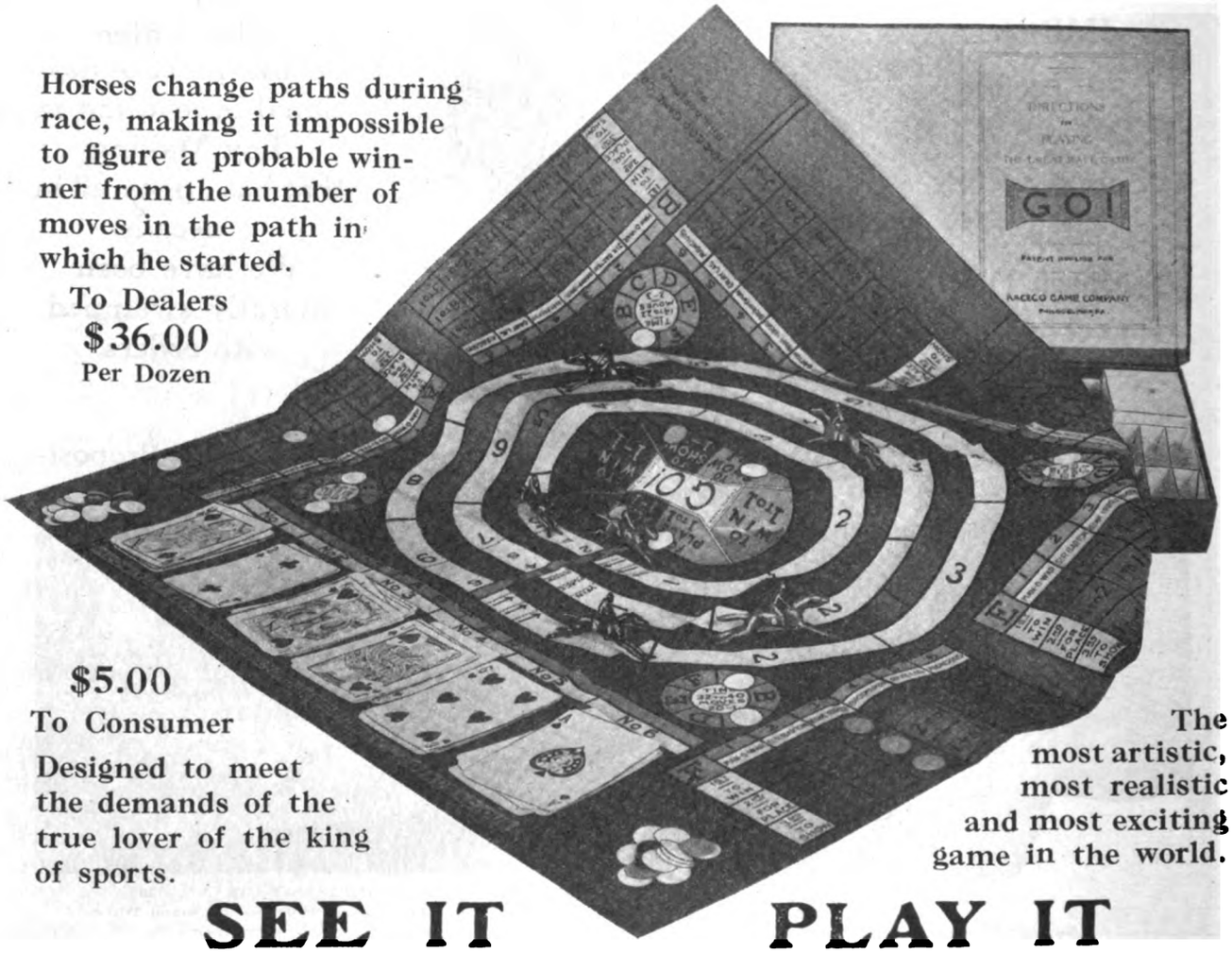
Also Wager On
COLOR OF WINNING HORSES
AND TIME OF RACE

SEPARATE PLACES TO WAGER **FOR EACH PLAYER**

No chance for dispute as to whose counters are up on a certain horse.

Horses change paths during race, making it impossible to figure a probable winner from the number of moves in the path in which he started.

To Dealers
$36.00
Per Dozen



$5.00
To Consumer

Designed to meet the demands of the true lover of the king of sports.

The most artistic, most realistic and most exciting game in the world.

SEE IT PLAY IT

ALWAYS IN STOCK

MADE IN AMERICA FOR AMERICAN PEOPLE

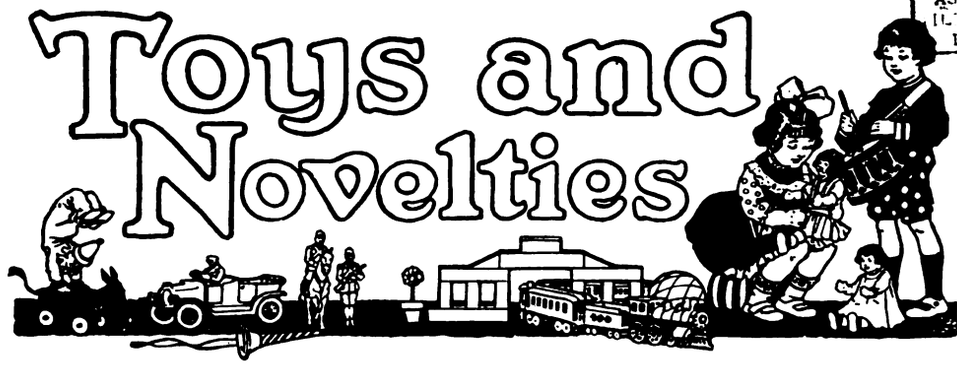
HOTEL IMPERIAL
MEET US AT THE TOY FAIR
FEBUARY 6th to MARCH 11th
BROADWAY 31st & 32nd STREETS N.Y.
ROOM NO. 205

RACEGO GAME COMPANY

5948-5954 Germantown Avenue
PHILADELPHIA, PA.

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ASTOR, LENOX AND



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THE TOY FAIR FOR 1922.

LESS like an orgy but more like an orderly banquet, the menu for the New York Toy Fair is prepared. The retailers of the country can take their seats the early part of February and have the courses served. There is little duobt that the most exacting taste can be satisfied.

There will be a somewhat smaller number of exhibitors at the coming Fair, than were witnessed last year, but this will not detract from the value of the exhibit. It will rather add to its value because there will not be such an excess of superficial products to inspect. The percentage of worth-while lines will be much higher.

One of the old landmarks of the New York Fair has disappeared. The Union Square Hotel has closed its doors. The well-known firms who exhibited their lines there for many years will be found on the eighth floor of the Breslin Hotel, making this exhibition place eveu more attractive and important than formerly. About sixty firms will show their lines at the Breslin, five floors being utilized for the displays. At the Hotel Imperial approximately one hundred and fifty lines will be found. This makes a most formidable and interesting array of toys to be found at these two hotels, both situated on Broadway and but a short distance apart.

In addition to the above named exhibits, there will be unusually impressive showings of both domestic and imported lines at the permanent New York salesrooms and offices of hundreds of toy manufacturers, factory agents and importers. Such buildings as the Fifth Avenue Building, the American Woolen Building, Bush Terminal Sales Building are already known as important exhibition places for toy lines. In addition, the Union Square district houses hundreds of well-known toy firms.

The retailer who fails to make his appearance in New York sometime soon after February first will let slip the opportunity of witnessing a Toy Fair that will stand out as unique in the history of the American toy industry. It will witness a return to normal after the inflation period of the last few years. Domestic and imported toys will vie with each other as of yore. Real values will be offered and the right prices made. The toy business of 1921 was sufficient to reduce retailers' stocks and the trade should be in a position to *talk* business.

FAITH IN 1922.

Blind indeed is he who cannot see the advance toward business recovery which has taken place during the past year. True, there are still many unfavorable influences. There has, however, been a distinct trend toward betterment. Take as just one specific example the advance in bond prices and the eagerness with which new issues have been oversubscribed even in spite of the lower interest they provide for.

So well defined has been the forward movement as to warrant the prediction that business during 1922 will be better than in 1921.

After every great war there has been a gradual return to prosperity, followed by a period of exceptional activity. How long it will be before such conditions develop in the current period of the world's history no one can attempt to say with accuracy.

But experience shows that the return of prosperity and activity is just as certain as the recurrence of the seasons. And, as said, the developments of the year now closing already point unmistakably to further progress along the up-grade.

The men and firms that believe this and act accord-

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ingly are the ones who will do the biggest business during the coming year.

MERCHANTS TO MEET IN CHICAGO.

Retail merchants from twenty-nine states will meet in Chicago, Wednesday morning, February 15, in the Red Room at Hotel La Salle for the opening session of the two-day Convention of the Interstate Merchants Council.

This organization developed during the past few months by the Interstate and Foreign Trade Committee of The Chicago Association of Commerce has a large membership of well-rated retail merchants located in twenty-nine states.

The Convention program is made up of discussions covering business plans and ideas, the speakers being for the most part successful retail merchants who will tell the Convention of the things they have done to build business in their own stores.

For this Convention the railroads have granted a concession of fare and one-half for the round trip on the identification certificate plan.

A certificate will be sent to every member of the Interstate Merchants Council by headquarters and all the merchant needs to do is to take this certificate to his local ticket agent, turn it in and buy a return trip ticket to Chicago at a rate of fare and one-half for the round trip.

This eliminates the necessity of having the ticket validated in Chicago and assures the members of the Interstate Merchants Council special fare which has been provided for them.

KEEP THE WORK BENCH IN AMERICA.

Some of the Reasons Why American Valuation Plan Should Govern Import Duties.

"Ford buys auto plant in Germany."

"Yale locks to be made in Hamburg, Germany."

"American Woolen Mills buy eight factories in Germany and Czecho Slovakia."

"Germany crowded with American buyers."

"Krupp Gun Works in Germany employs more workers than during the war."

These are some of the headlines which have appeared over recent articles in the newspapers of America.

Summed up they mean stagnation for American industry and reduced wages for this country's thousands of workers and wage-earners. Men, who gladly gave up their jobs in factories here that justice might be gained in the War with Germany, are today wondering if they will have to go back and ask Germany for employment. For over there factories are working full time and many are operating night and day.

Three very well known American manufacturing concerns are mentioned above. Each employs thousands of workers. What they have been forced to do is but the forerunner of what more will be compelled to do, whose plants in this country have been closed by competition from Germany, where labor is paid but a tenth what it is here and where currency has depreciated from about 24 cents to about one half of one cent or more than 98 per cent as compared with the American dollar.

There is before Congress today a tariff bill, designed to provide adequate protection to the American manufacturer and wage earner. In view of the unsettled conditions abroad and the depreciated currencies, it provides that ad valorem rates of duty on imports be assessed on the American value of the article and not on the foreign value, or the foreigner's invoice, as at present.

With foreign values varying greatly, ad valorem rates of duty when applied to them set a premium on cheap labor—that is, any rates determined by Congress to afford protection against imports from Germany will result in a prohibitive duty or an embargo against similar goods made in England, France and other countries which pay wages nearer those in this country and whose standards of living are much like America's, and whose currencies have not depreciated as much as Germany's.

Importers, who are nothing more than American agents for foreign manufacturers and who give employment only to a small clerical force in this country, and retailers, who prefer to buy from the cheap labor countries because they can sell at ten times the profit made on handling American goods, are bitterly opposing the American valuation plan. They claim that if the duty is raised on cheap foreign made goods, imports will stop and workers will have to pay more for practically everything they buy. An interesting and perhaps appealing argument but absolutely false.

Imported Goods Bring Long Profits.

Imported articles never have been sold cheaper in the stores, even though bought at a much lower figure than similar products in America. For instance, you go into a store to buy a pair of gloves. The clerk will show you a pair of American made, retailing at, say, $3.00. Then he will bring out another pair, priced $3.50 or $4.00, explaining: "Here's a fine imported glove. We have to charge a little more for these since there is considerable expense in shipping them from France or whatever the country may be."

The same holds true with practically every imported article. Although purchased by the retailer at much below the American manufacturer's wholesale price, he generally charges more because the public does not know his purchase price, and is not aware of the ridiculously low costs of goods abroad.

Former Secretary of the Treasurer, Leslie M. Shaw, declares that this Government is losing from $100,000,000 to $500,000,000 a year as the result of importing frauds and undervaluations under the present law, an evil which the American valuation plan will correct. This money instead of going into the pockets of the foreign manufacturers and the importer should be turned into the coffers of the U. S. Treasury and would somewhat relieve tax burdens on the American public.

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800 Toy Lines to be Shown at the New York Fair

A Trip to Gotham in February and Early March Will Give You a Comprehensive Idea of the Immensity of the American Toy Industry

THE New York Toy Fair officially opens on February 6, 1922, the principal displays being held in the Hotels Breslin and Imperial. But there are hundreds of lines at permanent display rooms which form an essential part of the Toy Fair. Practically 800 toy lines will be on display during February and the early part of March.

The New York market will prove a mecca for retailers from all parts of the country at that time. The New York Toy Fair is famous everywhere, and thousands of buyers will make their annual pilgrimage to look over the remarkable offerings which this fair affords.

In addition to the displays at the hotels, many lines will be exhibited in various well known offices, so that virtually every toy line ever conceived will have representation of some kind.

Here, then, is a great opportunity to examine at first hand the wonderful array of toys and novelties which confront the retailer for the 1922 season.

These toys abound in clever ideas, intricate designs, superb finishes and alluring qualities. They are the product of the world's best markets.

February 6th to March 11th



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All the Year Toy Fair

These firms maintain permanent salesrooms in New York. They are the manufacturers, the importers, and the jobbers who make New York famous as a Permanent Toy Fair

Acme Toy Mfg. Co. ..... 132 Mulberry St.
Amberg, L. & Son ..... 101 E. 16th St.
American Character Doll Co. ..... 67 Spring St.
American Flag Co. ..... 73 Mercer St.
American Made Toy Co., 61 Pennsylvania Ave., Brooklyn
American News Co. ..... 29 Park St.
American Toy and Novelty Co. ..... 19 E. 15th St.
Animate Toy Co. ..... (No. side Union Sq.) 31 E. 17th St.
Annin & Co. ..... 99 Fulton St.
Arrow Novelty Co. ..... 108 East 16th St.
Averill Mfg. Co. ..... 37 Union Square
Atlantic Toy Mfg. Co. ..... 136 Prince St.
Averill, Inc., Paul ..... 309 5th Ave.
Aywon Toy & Novelty Corp. ..... 494 Broadway
B. & S. Novelty Co. ..... 40 Walker St.
Bahner, Doscher Co., Inc. ..... 873 Broadway
Bailey & Bailey ..... 27 E. 22nd St.
Baird-Daniels Co. ..... 143-7 W. Broadway
H. Baker & Co., Inc. ..... 101 Duane St.
Baker & Bennett Co. ..... 873-875 Broadway
Bankograph Co. ..... 617 6th Ave.
Bar Zim Toy Mfg. Co. ..... 83 Greene St.
Behrend Gill & Co. ..... 35 Union Sq.
Bell Ring Novelty Co. ..... 23 E. 21st St.
Besser, Edwin E. Co., Inc. ..... 35 E. 19th St.
Binney & Smith ..... 83 Fulton St.
L. A. Boettiger ..... 48 Leonard St.
Bogert & Hopper, Inc. ..... 71 Barclay St.
J. Bouton & Co. ..... 921 Broadway
Borgfeldt & Co., Geo. ..... 16th St. & Irving Pl.
Braitling, Fred K. ..... 200 5th Ave.
Brown Bros. ..... 11 Union Sq.
Geo. H. Buck & Co. ..... 48 N. 3d St., Brooklyn
Bush Terminal Sales Bldg. ..... 130 W. 42nd St.
Butler Bros. ..... 495 Broadway
Capital Toy Co. ..... 69 W. Houston St.
Celluloid Co. ..... 30 Washington Pl.
Calumet Mfg. Co. ..... 9-11 E. 16th St.
M. Carlton Dank & Co. ..... 2738 Atlantic Ave., Brooklyn
Century Doll Co. ..... 62 W. 14th St.
Cleco Corp. ..... 5 E. 17th St.
T. Cohn ..... 91 5th Ave.
Columbia Doll & Toy Co. ..... 44 Lispenard St.
Courtrai Mfg. Co. ..... 115 Franklin St.
Cupples & Leon Co. ..... 449 4th Ave.
Davis & Voetsch ..... 43 E. 19th St.
Dessart Bros. ..... 501 Metropolitan Ave., Brooklyn
Diamond Toy Corporation ..... 23 W. 43rd St.
Dorr, Wallie Co. ..... 35 Murray St.
Doremus & Co., I. W. ..... 21 East 15th St.
D. Dreher ..... 161 Grand St.
Dubs Janicky & Blum. 166 Knickerbocker Ave., Brooklyn
Durable Toy & Nov. Co. ..... 44 Union Sq.
Eagle Post Card Co. ..... 335 Broadway
John H. Eggers Co. ..... Times Bldg.
Elektra Toy & Nov. Co. ..... 400 Lafayette St.
Exeloid Co. of Pa. ..... 890 Broadway
Ezekiel Bros. ..... 102 Church St.
Fair Doll Mfg. Co. ..... 394 Greenwich St.
Ferguson, A. S. ..... 48 E. 21st St.
Fleischaker & Baum ..... 45 E. 17th St.
Fleischer Co. ..... 12 E. 12th St.
Foulds & Freure ..... 83 Chambers St.
Frank & Son ..... 42 E. 19th St.
Samuel Gabriel Sons ..... 74 5th Ave.
Gelardin & Co. ..... 33 Union Square
Gem Toy Co. ..... 42 Greene St.
Globe Teddy Bear Co. ..... 501 Christopher St., Brooklyn
Goldberger, E. ..... 465 W. Broadway
Est. of J. Goldstein ..... 323 Pearl St.
L. Gottlieb & Sons ..... 263 Second St.
Gottlieb Paper Products Co. ..... 54 S. 2nd St., Brooklyn
Jane Gray ..... 118 W. 43rd
Great Atlantic Import Co. ..... 21 Union Sq.
M. Gropper & Sons ..... No. 6, Bush Terminal, Brooklyn
Grosset & Dunlap ..... 1140 Broadway
Gund Mfg. Co. ..... 34 Union Square, East
Haber Bros., Inc. ..... 91 5th Ave.
Hitz, Jacobs & Kassler ..... 9-11 E. 16th St.
M. Hohner ..... 114 E. 16th St.
Horsman, E. I., Aetna Doll Co. ..... 11 Union Square
Hurst & Co., Inc. ..... 114 E. 23rd St.
Ideal Aeroplane and Supply Co. ..... 65 W. Houston
Ideal Novelty & Toy Co. 273 Van Sinderin Ave., Brooklyn
Illfelder & Co., B. ..... 29 Union Square, W.
Invincible Importing Co. ..... 5 E. 20th St.
Iona Specialty Co. ..... 868 Broadway
Joseph H. Joseph ..... 31 W. 31st St.
Kahn, M. L. ..... 114 E. 25th St.
Kashner Co. ..... 8 Cooper Square
Kaufman, O. ..... 151 Chambers St.
Krueger, Richard G. ..... 395 4th Ave.
Leunis & Co., Inc. ..... 115 Worth St.
Lionel Corporation ..... 48 E. 21st St.
S. Lisk & Bro. ..... 14 E. 15th St.
McKarter Game Co. ..... 1728 Whitehall Bldg.
Meccano Co. ..... 46 W. 24th St.
Meyer & Danziger ..... 114 E. 16th St.
Midget Novelty Co., Inc. ..... 271 W. 125th St.
Miller Rubber Co. ..... 121 Duane St.
Modern Toy Co. ..... 181-191 Belmont Ave., Brooklyn
Moore & Gibson Co. ..... 48-52 E. 21st St.
Morse, Leo, Inc. ..... 119 W. 42nd St.
N. D. Q. Specialty Corp. ..... 572 Liberty Ave., Brooklyn
National Doll Outfit Co. ..... 10 Waverly Pl.
Natl. French Fancy Nov. Co. ..... 2058 Pitkin Av., Brooklyn
Neustadter & Sons ..... 113 Ludlow St.
N. Y. Bath Mfg. Co. ..... 103 Chambers St.

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All the Year Toy Fair

These firms maintain permanent salesrooms in New York. They are the manufacturers, the importers, and the jobbers who make New York famous as a Permanent Toy Fair

N. Y. Book Co.....461 8th Ave.
New York Made Toy Co.....25 W. Houston St.
New York Rubber Co.....84-86 Reade St.
Nippon Novelty Co., Inc.....264 W. 145th St.
Ohio Export & Trading Co.....33 W. 17th St.
Original Toy & Novelty Co..522 Dumont Ave., Brooklyn
Oweenee Nov. Co....Ave. H and E. 35th St., Brooklyn
Owens-Kreiser Co.....31 E. 17th St.
Pacific Novelty Co.....41 E. 11th St.
Page Co.....35 E. 10th St.
Paper Novelty Mfg. Co.....225 E. 36th St.
Parker Bros., Inc.....Flatiron Bldg.
Petri, John A.....22 E. 21st St.
Phillips Co.....354 Fourth Ave.
Platt & Munk Co.....118 E. 25th St.
Porter Chemical Co.....200 Fifth Ave.
M. Pressner.....18 E. 16th St.
Progressive Agency of New Jersey.....9 E. 22d St.
Progressive Toy Co.....2 E. 23rd St.
The M. Propp Co.....524 Broadway
(Pyfyly) City of Paris.....170 5th Ave.
Ranger Rubber Co.....Long Island City
Reisman Barron & Co.....121 Greene St.
Rex Rubber & Novelty Co.....96 Warren St.
Riemann, Seabrey Co.....11-15 Union Square, W.
Ritz Imp. & Export Co.....140 W. 42d St.
Sig. I. Rothschild.....44 E. 25th St.
Rosenstein, Henry.....34 Union Square
Joseph Roth Mfg. Co.....113 W. 17th St.
Max Rubin & Sons.....422 Hegeman Ave., Brooklyn
Sarossco Mfg Co.....1270 Broadway
Loe Schlesinger & Co.....64-68 Wooster
Schranz & Bieber.....20 E. 17th St.
Sig. Schwartz Co., Inc.....110-114 W. 32d St.
Selchow & Righter Co.....620 Broadway
Severn & Long.....147 W. 42d St.
Shackman, B. & Co.....906 Broadway
Shaphard Mfg. Co.....747-751 Bedford Ave., Brooklyn
G. Sherman.....173-177 Lafayette St.
Schoen Toy Mfg. Co.....207 Wooster St.
Shulman & Sons.....473 Broadway
Simplex Typewriter Co.....644 1st Ave.
Sonophone Co.....43-47 So. 9th St., Brooklyn
Steinfeld Bros.....116-120 W. 32nd St.
Stoll & Edwards.....23-25 E. 26th St.
A. Strauss & Co.....867 Broadway
Strobel & Wilken Co.....61-65 W. 23rd St.
Geo. Sully & Co.....373 Fourth Ave.
Tavoro Toy & Novelty Corp.....31 E. 17th St.
The Gay Stuffed Toy & Nov. Co..260 Stone Ave., B'klyn
Tienken & Gunshor Co.....401 E. 35th St.
Tip Top Toy Co.....113 E. 18th St.
Transogram Co.....481 Sterling Pl., Brooklyn
Trion Toy Co....Broadway & Bedford Ave., Brooklyn
Triplicity Co.....204 East 51st St.
Ullman Mfg. Co.....338 E. 59th
Ullman & Nauheim.....35 E. 19th St.
Universal Toy & Nov. Mfg. Co.....2336 3rd Ave.
U. S. Cabinet Bed Co.....31 Tompkins St.
U. S. Rubber Co.....1790 Broadway
Vermont Toy & Nov. Co., Inc.....50 Union Sq.
L. C. Wells.....225 5th Ave.
Frederick Warne & Co.....26 E. 22d St.
White Co., H. C.....200 5th Ave.
Wolf, Louis & Co.....268-76 Fourth Ave.
Zellers-Stevens, Inc.....126 Liberty St.

FIFTH AVENUE BUILDING

American Flyer Mfg. Co..... 458
American Mfg. Concern..... 806
American Pictograph Co..... 416
Beistle Co. 428
Fred K. Braitling.....Ground Floor
E. T. Burrows Co..... 659
Clarence Condit 753
Continental Import Co..... 445
Morton E. Converse & Son Co..... 254
Wm. F. Drueke & Co..... 753
The Embossing Co..... 440
Faultless Rubber Co..... 509
A. C. Gilbert Co..... 207
Girard Model Works..... 256
The Gould Mfg. Co..... 456
Charles E. Graham & Co..... 412
The Humbert Toymakers, Inc..... 753
Ives Mfg. Corp.....Ground Floor
Kelmet Corp..... 364
Louis Marx & Co..... 256
Mason Mfg. Co..... 805
Mayfair Novelty Co.....1167
F. L. Morgan Co..... 405
National Toy & Tinsel Co..... 445

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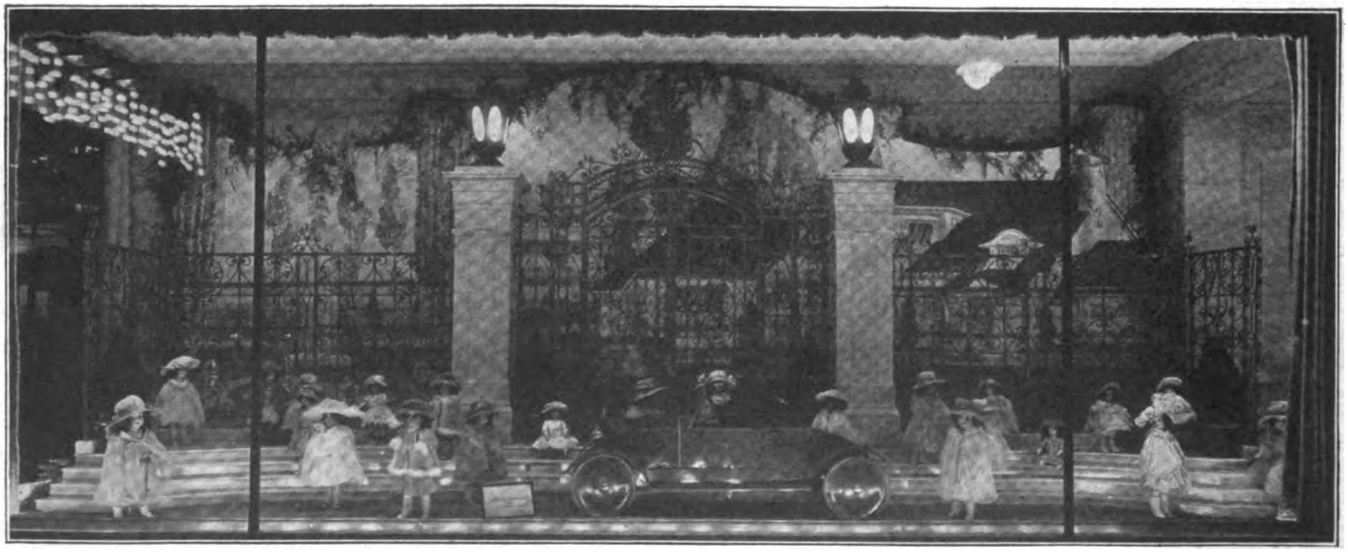
Newton & Thompson Mfg. Co..... 256
Ohio Art Co..... 256
Porter Chemical Co..... 428
The Richards Co..... 456
Schavoir Rubber Co..... 256
Leo Schlesinger & Co.....802-804
Wm. H. Schmidt..... 521
Seamless Rubber Co..... 617
Standard Scientific Co.....1165
Structo Manufacturing Co..... 234
Topliff-Ely Co. 232
Toy Tinkers 458
Walbert Mfg. Co..... 420
Waverly Novelty Co., Inc.....1165
H. C. White Co..... 448
Wolverine Supply & Mfg. Co..... 422

AMERICAN WOOLEN BUILDING, 221 FOURTH AVENUE

Milton Bradley Company.....
Jos. A. Browne & Son.....
Donahue Mfg. Co.....
Langfelder Homma & Hayward.....
McLoughlin Bros., Inc.....
Newkirk Sales Co.....
Hohlfeld Manufacturing Co.....
Krebs, Stengel & Co.....
Vilas-Harsha Co.....
Weidemann Co.....

BUSH TERMINAL SALES BUILDING

Atlas Doll & Toy Co.....Baltimore, Md.
Bessteel Mfg Co.....Rochester, N. Y.
Burlington Novelty Co.....Burlington, N. J.
Century Mfg. Co.....Elizabethtown, Pa.
G. W. Eade & Co.....Aurora, Ill.
William Fuld.....Baltimore, Md.
Globe Teddy Bear Co.....Brooklyn, N. Y.
Gregory Rubber Co.....Akron, Ohio
Gund Mfg. Co.....New York, N. Y.
Harper & Bros.....New York, N. Y.
Hoycraft Mfg. Co.....Brooklyn, N. Y.
A. Mecky Company.....Philadelphia, Pa.
Meinecke Mfg. Co.....Milwaukee, Wis.
E. F. Musgrove, Inc.....New York, N. Y.
Nelson Young Mfg. Co.....Chicago, Ill.
Oweenee Novelty Co., Inc.....Brooklyn, N. Y.
The Loveren Co., Inc.....Antrim, N. H.
Petrie Lewis Mfg. Co.....New Haven, Conn.
Phoenix Sporting Goods Co.....Philadelphia Pa.
Pollyanna Company.....Chicago, Ill.
Rochester Baby Carriage Co.....Rochester, N. Y.
Wade Clark Company.....Rochester, N. Y.
Wm. H. Dollar Mfg. Co.....Camden, N. J.



Classy Doll Exhibit at Abraham & Straus

The dolls are all ready for a ride in the swell little roadster in front of the gate. They can't all get in at once, but they can take turns at riding and driving. This doll window at Abraham & Straus', Brooklyn, during the last Christmas season, was one of the most artistic displays seen in Greater New York.

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PREPARE YOURSELVES FOR OPPORTUNITIES CERTAIN TO COME.

THE great part organization plays in the success of a retail store and how important it is that employes of a firm lend themselves readily to the building up of an efficient one, was the theme of an address delivered by Sidney Baer of the Stix, Baer & Fuller Dry Goods Co., St. Louis, before the "Pep" Club of the store recently. The club is formed of employes of the firm who pledge themselves to help business in departments other than their own by taking customers to them and seeing to it they are waited on satisfactorily.

Will Be Rewarded If Successful

Mr. Baer, who was the guest of honor at the meeting, said a firm cannot be successful without proper organization and that with it, a firm cannot easily fail.

"People in an organization must have responsibilities placed upon them by members of the firm and they must be judged by the results they attain with the liberties they are granted in their various lines," Mr. Baer said. "When the reckoning time comes, if a person has had full sway over what he has been set to do, he receives the full reward if he succeeds, and if he fails, he has no alibi to offer.

"Members of the firm, in order to have the time they need for the making of plans for furthering the firm's interests and other like things must place responsibilities away from their offices as far as possible. In turn, buyers must do the same thing, so they shall be free to do the things required of them and, all in all, this sort of scheme brings about a firm run on a plan comparable to a democratic form of government.

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Toy Dealers Report on Trade

Retailers and jobbers tell how past year compared with preceding one as to volume of business and stocks carried over. Also give views as to buying for 1922 and general outlook.

OUR annual reports from retailers and jobbers on trade conditions at the close of the year is presented on this and the following pages. Firms in large and small cities contribute to this symposium, our object being to get a cross section of the trade from the Atlantic to the Pacific, and to learn the views of all the different factors in the distribution of toys.

Remembering that 1921 was a year of terrific re-adjustments and of widespread business depression and unemployment, it is not surprising that many dealers are going to act cautiously during the early stages of the current year. This feeling is only natural and it exists in all lines of business. But nevertheless the reports are encouraging, and furnish the basis for the belief that 1922 will be a substantial and profitable year for the majority of dealers and manufacturers.

The questions which were asked of the retailers and jobbers were the following:

How did business in 1921 compare with 1920?

How does stock on hand now compare with stock carried over from 1920?

What toys sold best during 1921?

What are the prospects for 1922?

How will your early purchases compare with your first orders last year?

How are import toys selling? Will you handle more or less of them than last year?

Any general remarks to offer about prices, quality of goods, or any other feature?

Little Rock, Ark.—Our 1921 business was only about 80 per cent that of 1920. We carried less stock over. Better class wheel goods and dolls sold best with us. Our early purchases will be about the same as last year. Import dolls are selling well; also cheap jobbing toys. We will handle more of these articles.—Wheel toys were too high, but will be on a better basis this season.—Sanders & Co.

Selma, Ala.—Our 1921 business was about the same as 1920. We carried over a larger stock. Popular priced toys sold best and those that showed decline and especially imported dolls. Our early purchases will be less than last year. Our purchasing will depend entirely on value. —Tepper Bros., M. B. Hague, toy buyer.

Santa Barbara, Calif.—Our 1921 toy business was $4,836.26 less than 1920. Have more stock on hand. Mechanical toys sold best. Prospects for 1922 do not look very good.—M. F. Berkey.

Oakland, Calif.—We had a 25 per cent increase in toy business during 1921. Carried over about the same stock. Mechanical toys sold best. Prospects for 1922 are good. We will place our orders late this year. We do not handle import toys.—John Brauener Co.

Anaheim, Calif.—We had a 48 per cent increase in toy business during 1921. Carried over 20 per cent more stock. Domestic toys sold best. Prospects for 1922 are good. Our early purchases will be about the same as last year. Import toys did not sell as well as formerly. Whether we will handle more or less of them depends on the market. The trade is demanding quality in toys.—L. B. Weber.

Long Beach, Calif.—Our 1921 business was better than 1920. We will carry over 50 per cent more stock. Imported toys sold best. In American toys, wagons and wheel goods sold best. Prospects for 1922 are good.—C. C. Lord & Co.

Sacramento, Cal.:—The year as a whole was quite satisfactory. The season with us opened early and held up well despite very bad weather during the big weeks. It was a splendid season and we broke all records.

Foreign goods were in big demand.

Imported dolls were well made and sales were very heavy at good prices.

Experience of the last few seasons, particularly the one just past, shows that people have become educated as to the wisdom of buying the better class of goods. They buy perhaps fewer pieces for each child but what they do buy is better and the average amount spent on each child runs probably 150 per cent to 200 per cent more than it did prior to the war.

We find that there is virtually no demand for many domestic large toys, such as swing horses, etc., due to the excessive cost and the very indifferent quality.—Hale Bros. By J. P. EDWARDS.

San Diego, Cal.—We had a very much larger Christmas business this year than last, though volume business was a little later in starting. Our stocks were so thoroughly sold that we are rushing new goods to meet present demands, as our toy store is open throughout the year.

Dolls, mechanical games, children's books and sporting goods were the best holiday sellers, though wheel goods business was satisfactory.

There is every reason to believe that business for 1922 will see a "banner year," and our purchases will probably be increased from 33 to 50 per cent.

Our preference is naturally for toys of domestic manufacture, but there is so much variety in import toys, and the public demand for novelties so insistent, that the classes of stocks sold the past season were about equally divided. As you know, price and delivery are the two big factors to be reckoned with.—Holzwasser, Inc., by R. H. Brenner, Department Buyer.

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Dealers Report on Trade Outlook

Pueblo, Colo.—Our toy business for 1921 was about 80 per cent that of 1920. We carried over about one-twentieth more stock. Mechanical and electrical toys sold best. Prospects for 1922 are fair.—Knebel Sporting Goods Co.

New Haven, Conn.—We had about the same trade in 1921 but on a considerably smaller basis making income smaller, about 8 per cent. The more expensive toys practically remained to be carried over. Stock as a whole much more to be carried over. Small and inexpensive toys sold best. If labor conditions do not improve we expect the same results as last year. Imported popular priced toys sold very well. It will depend on the tariff situation whether we buy same amount as last year. The public seems to call for a great deal more value for a lower price than they used to. Lower prices seem to be in demand.—L. L. Rosenberg & Co.

Torrington, Conn.—We did 25 per cent less business in 1921. We have about the same amount of stock left over. Mechanical toys sold best. Prospects for 1922 are not very good. Our early purchases will be about two-thirds of last year. We will handle more imported mechanical toys, but not dolls.—Worman Rawlinson Co.

Waterbury, Conn.—Our 1921 toy business was about half that of 1920, and we carried over about half as much stock. The prospects for 1922 are only fair. Our early purchases will be about the same as last year. We will handle more imported toys this year.—Davis & Nye.

Jacksonville, Fla.—Our 1921 business was about the same as last year. Same amount of stock carried over. Everything sold well except velocipedes. I am going to make 1922 good. Our purchases will be about the same as last year. Will handle about the same amount of import toys as last year. Dolls sold extra well.—Kohn Furchgott Co., John Leu, toy buyer.

Illinois

Aurora, Ill.—We did 20 per cent less business in 1921. Carried over 25 per cent more stock. Import toys sold best during 1921. The prospects for 1922 are Hard—ing. Our early purchases will be one-third those of last year. —Schickler & Miller.

Cairo, Ill.—We are glad to be able to give you the information that our 1921 exceeded our 1920 business in every respect; both in quantity and amount of sales, and our stock is not more than one-third as large as it was at this time last year. This is due primarily to our unceasing efforts to acquire new toy accounts.

We will likely make our first purchases next month, provided the proper guarantees and dating are offered by the manufacturer. In most lines our purchases will exceed last year. We expect to handle import toys not through any particular desire of our own, but because of the demand for these from the cheaper trade.—Woodward Hardware Company, Hugh R. Johnston, Sales Manager.

Bloomington, Ill.—Holiday business was slightly below that of last year. Our estimate is that our stock at present generally is some lower although in some items longer than a year ago. We believe the best selling items were wheel goods although there was no special rush for any particular line as has often been the case. Prospects for 1922 are none too bright owing to the local conditions although we really do not look for much difference from last year. We have not yet gone far enough as yet to determine how our purchases for the early season will compare with the last year's purchases early. We were compelled to depend practically all the way thru on the city trade as the farmers who have heretofore given us good business are very much handicapped on prices of grain, etc., so that they had very little money to spend.—W. B. Read & Co.

Decatur, Ill.—Our 1921 business in toys was about the same as 1920. We have carried over more stock. Prospects for 1922 are good. We expect to buy more imported toys early this year, and we will handle more of them than last year. Prices on toys must be reduced.—D. G. Gushard Co.

Peoria, Ill.—We had a better merchandise volume in 1921. Our stock on hand is lower. Wheel goods and dolls sold best. The prospects for 1922 are fine. Too early to tell about our purchases. Import toys are selling fine. Whether we handle more of them depends upon securing delivery.—Block & Kuhl Co.

Waukegan, Ill.—We did 12½ per cent less business in 1921. Carried over only about 25 per cent compared with last year. Can't see any change for the better at this time in business; confident of improvement by fall. Our early purchases will be about the same as last year. The undesirable and impractical toys will eliminate themselves because the public has not bought them this year.—Rubin's Dept. Store.

Dubuque, Ia.—Our toy sales ran 25 per cent better than those of 1920 and we have 50 per cent less stock carried over. Dolls, wheel toys and mechanical toys sold best. Prospects for 1922 look very good. We purchased early last year and will do so this year.—James Levi Co.

Indiana

Indianapolis, Ind.—We had about a 5 per cent decrease in toy sales during 1921 in dollars and cents, and carried over a light stock.—Imported dolls, tree ornaments, mechanical toys and novelties sold best. The retailer has some losses to take he has thus far avoided. The prospects depend very much on time and the buying power of the farmer. Our early purchases will be about the same as formerly. American made toys must decline in price, particular toy pianos, tool chests, drums and A B C blocks.—Kipp Bros. Co.

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Dealers Report on Trade Outlook

Indianapolis, Ind.—Our 1921 toy business increased about 27 per cent. Stock carried over is about the same. Wooden toys sold best. The prospects for 1922 are good. No, we will not buy early. We will handle more imported toys this year.—H. M. Nordland, Toy Buyer for D. G. Pettis & Co.

Logansport, Ind.—Our 1921 toy business was about 25 per cent short of 1920. We have less stock on hand because we bought less and sold from goods carried over from year before—much of it at a loss. Wagons and practical toys sold best. We think the prospects for 1922 are better. The prices of some, or most, domestic toys remain entirely too high and the public refuses to buy them. This is especially true about chairs, small furniture and other wooden toys. The idea of the American toy manufacturers holding the prices up just as long as they think the public will stand for it is what is driving the retailer to imported toys.—I. Oppenheimer & Sons.

Evansville, Ind.—Our 1921 toy business was 5 per cent short that of 1920. Our stock on hand is about the same. Dolls, games and wheel goods sold best. The prospects for 1922 are good.—R. & G. Furniture Co.

Hagerstown, Ind.—Our 1921 toy business fell short of 1920. We have twice as much stock on hand now. Prospects for 1922 are poor. We do not contemplate making very many purchases.—Lighter Bros.

Muncie, Ind.—Our 1921 toy business was one-third less than 1920. We have double the stock carried over. Dolls, games, etc., sold big. The prospects for 1922 are good. Import toys are a 50-50 proposition with us. Toys are still too high.—Chas. B. Kirk.

Richmond, Ind.—Toy business was about the same as in 1920 in volume but not in dollars and cents because toys were cheaper this year. We have more stock on hand this year because we had the largest stock we ever had and are going to sell toys throughout the year. Iron and wood toys in medium price sold best. We will buy a reasonable amount only to start as domestic prices are too high. Prices are too high; better toys will continue to be sold if reasonably priced.—Hoosier Merc. Co., Nora Young, buyer.

Terre Haute, Ind.—Our 1921 toy business was 16 per cent ahead of last year. Stock carried over is lower. The larger pieces sold best. The prospects for 1922 are good. We will buy later in the season this year. We will handle about the same amount of imported toys. Some lines are still too high to move.—R. A. Robinson, toy buyer for Kleeman Dry Goods Co.

Atchison, Kans.—We did 21 per cent less business in 1921. And carried over 9 per cent more stock. The medium and less expensive toys sold best. Prospects are about the same as in 1920. There will be no great toy business done until prices are reduced a very great per cent. They are in most cases the same as in 1919, which is too high.—D. G. Ramsey Co.

Wichita, Kans.—1921 was the best year we ever had in volume as well as money sales. Stock carried over this year is about the same as last. Dolls and the larger toys sold best. The prospects for 1922 are good. Our early purchases will be practically the same as last year. We will handle about the same number of imported toys as last year. We would suggest in order to further the sales of American made goods *reasonable* prices and new novelties as well as superior quality or make.—Orr Book & Staty. Co.

Louisville, Ky.—Regarding toy business for 1921, would say that our business for the year showed a slight increase over 1920 and our stock on hand shows a slight decrease on the first of the year.

We find that during the Xmas holiday the moderate priced toys sold the best and that there was not as large a demand for high priced stuff, as in former years. Velocipedes did not sell as well with us as in other years, but there was a larger sale on coaster wagons. As the price of coaster wagons was reduced late in the season and the price of velocipedes was not reduced, it would seem that reducing the prices had an effect upon the sale.

We make the gerater part of our purchases during the month of February in New York and expect to purchase as much as we did last year. We believe that the lower prices for 1922 will stimulate buying, but that it will require the sale of a much larger quantity to equal the volume. We hardly believe that the volume of business in money for 1922 will exceed the business of 1921. With the exception of dolls, we handle very little imported goods. We believe that it is up to the American Manufacturers to improve their system of inspecting their goods and packing before shipping them, as a great deal of goods have reached us this year in a damaged and unsalable condition.—The Sutcliffe Co.

New Orleans, La.—We did about 20 per cent more business in 1921. We carried over considerably more stock in 1921 than in 1920. Wheel goods sold best. Cannot make any predictions for 1922.—Max Barnett Furniture Co.

Boston, Mass.—We had a 20 per cent increase in sales over 1920. Stock carried over is about 50 per cent less. American made toys sold best, excepting dolls. Prospects for 1922 are better in my opinion due to lower prices. Our early purchases will be about the same as last year. We will handle no more import toys excepting dolls and tree ornaments. American made toys in my opinion are built to use and last a little while anyway, but the general run of import toys are simply made to look at, and I claim in the long run there is more loss than profit in buying import toys. The great mass of breakage eats up your profits. I have been all through it year after year and I am satisfied with the result that American made toys are good enough for me any time, excepting two numbers, as I have mentioned before.

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Dealers Report on Trade Outlook

Dolls and tree ornaments. I expect to be in New York at the Toy Fair and you can just bet your sweet life you don't find me looking at import merchandise outside of dolls and ornaments. American made toys are good enough for me every time.—W. H. Gilbert, buyer for Dutton's Roxbury Store, Inc.

Springfield, Mass.—Our 1921 toy business was 80 per cent that of 1920. We carried over less stock. Wheel toys, furniture and dolls sold best. The prospects for 1922 are about the same volume of business as 1921. We do not expect to buy before June. Imports are selling less. We are going to stick to the more stable toys.—Carlisle Hdwe Co.

Worcester, Mass.—We suffered the business depression with all other merchants of our city. Our early purchases will be about the same as last year.—N. A. Boutwell Toy Shop.

Waterville, Me.—Our business on toys was practically the same as during 1920. Our stock on hand is about the same in value but much better assortment and quality. Dolls, games, books, mechanical trains and toys were good, but friction toys were slow. We shall plan to sell 10 per cent more toys the coming year. Our early purchases will be slightly larger. The good import toys sell well. We expect to buy more than last year. Better toys are the wanted kinds. The great point on mechanical toys is to have them work well when showing. Several domestic lines fall down at that point. We shall buy higher grade toys this year. They sell out clean. Clerks are afraid to demonstrate toys which may not work well. —H. L. Emery, for Emery-Brown Co.

Michigan

Detroit, Mich.—Our business for 1921 equaled our sales of 1920. Stock on hand is about 20 per cent less than last year.

The toys that stood out very prominently in 1921 were Mamma dolls, electric trains, moving picture machines, children's furniture, children's vehicles and construction toys.

Prospects for 1922 are very good. We expect to increase our business at least 25 per cent over 1921. This will be done by enlarging the space and the increasing of stock.

Early purchases for 1922 will be for spring merchandise only and increased over 1921. Import orders will be placed in March. Domestic orders about June, unless future conditions necessitate the changing of these plans. Import toys sold well. Our purchases will not be materially increased over 1921.—The J. L. Hudson Co., by John J. Henry.

Lansing, Mich.—Total sales about the same as last year although we did more advertising in 1921. We have about 25 per cent less stock on hand. Doll cabs, wheel goods of all kinds, children's furniture, dolls and games sold best. Prospects for 1922 are good. We bought conservatively in 1921 and are going to do the same in 1922, as it is rather easy to have a lemon handed occasionally.—J. Stahl & Son.

Kansas City, Mo.—We did 40 per cent less in gross business and 48 per cent less in net business in 1921. Stock carried over this year was very much lower and is now about normal. Mechanical toys sold best. The prospects for 1922 are for a fair business only. Our early purchases will be much heavier this year.—Fred Harvey.

New York

Brooklyn, N. Y.—The toy season for 1921 closed with a vim never before seen in the annals of this house. The business far surpassed anything ever done here or expected. As I was not authorized to purchase toys until the middle of October it seemed almost impossible to secure enough toys and especially the good sellers to do anything like the amount of the previous year. It was necessary for me to go out in the market as far as Chicago to meet the demands expected of me, this proves the old adage "Where there's a will there's a way."

I am carrying over a little more stock than last year, owing to the fact that some of the stock was not received until December 24th. It is almost impossible to say what toys sold best as everything went although there was a little slump in dolls and automobiles. Purchases only on imports will be early this year as we had excellent success with our late purchases on imported toys. As for suggestions, I predict this to be the banner year as it has already started by doubling the figures on sales of last year.—J. D. Wilson & Sons, by C. H. Mulholland.

New York City.—Business for 1921 compared very favorably with that of 1920. Stock on hand about the same. Popular priced toys of all kinds sold well. Wheel goods are slow moving. I am optimistic over prospects for 1922. Our early purchases will be about the same as last year if prices are right. Import toys sold very well. We will handle more if we can get them at right prices.—E. Hayman, toy buyer for M. J. Roth.

Lackawanna, N. Y.—We only did 50 per cent of our 1920 toy business in 1921. We carried over 90 per cent of our dolls. Other toys about the same. Cheap games and cheap mechanical toys sold best. It looks blue for any early buying. No one working. German and Japanese toys unless heavy duty is put on them will swamp this year's market. Electric lights are putting candles, holders and ornaments in the shade.—The Novelty Store.

Niagara Falls, N. Y.—We increased our toy business 25 per cent during 1921. Stock on hand is about the same. We expect an increase this year if manufacturing prices are lower. Our early purchases will be about the same as last year. Imported toys are selling good. We will handle about the same amount as usual.—J. N. Adams & Co.

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Dealers Report on Trade Outlook

Niagara Falls, N. Y.—Our 1921 business was about the same as that of 1920. We try to carry over nothing and usually succeed. Nothing carried over this year. We could have sold a great many more tea sets if we had had them. Think the man who is awake and goes after business will get it. In general business we showed substantial gains every month except November. We expect to rearrange so as to devote more space to toys and do a much larger business. The cheap, trashy imported tin toys are N. G. If American makers will realize that war times prices are out of date we can do most of our business in domestic goods.—Krausmann's, Inc.

Niagara Falls, N. Y.—Our business for 1921 was about the same as for 1920. We were sold up in 1921.—Adams Hdwe. Co.

Schenectady, N. Y.—Our holiday toy business was practically equal to that of 1920. Our stock of dolls is lower this year, but in general the stocks of toys a little higher. We believe 1922 will brighten up considerably as the year goes on. Our early purchases depend on opening prices. Jointed and kid dolls sold very well in imported goods. We do not carry very many imported toys as they are *too fragile*. We expect a notable decline in prices at the Toy Show, which will be necessary with present wage and labor conditions of the country.—The Carl Co., John F. Santro, buyer.

Syracuse, N. Y.—Our 1921 toy business was 10 per cent less than 1920. Stock carried over 20 per cent less. American made toys sold best. Prospects for 1922 are very good. Our early purchases will be 25 per cent more than last year. We will handle fewer imported toys. Medium priced toys sell best.—Jacob Weinheimer's Sons.

Atlantic City, N. J.—We had a very small showing in 1920. It was much better this year; business was also much better. We carried over very little stock in 1921. Cheap and medium priced toys sold best. The prospects for 1922 are good, and our early purchases will compare about the same as last year. Import toy sales were not good and we will carry fewer of them this year.—M. E. Blatt Co., O. W. Clayton, buyer.

Paterson, N. J.—Our business for 1921 was way over that of 1920. We carried over about same amount of stock. The best toys sold best. Prospects for 1922 are better than they were in 1921. Our early purchases will be about the same.—Meyer's, Benj. Kinberg, toy buyer.

New Brunswick, N. J.—Our 1921 toy business was about the same as that of 1920. The prospects for 1922 are good. Our early purchases will be about the same as last year.—P. J. Young D. G. Co.

Fremont, Neb.—Our business in toys for 1921 compared favorably with that of 1920. We carried over a trifle heavier stock. The smaller pieces sold best. Cannot say as to early purchases, nor as to import toys. The tendency through the holidays was to buy small articles and at medium prices. The larger articles and higher priced ones were not good sellers.—Eddy Bros.

Concord, N. H.—Our business was 10 per cent less in 1921. We have practically no stock left; we sold out close. Novelties sold best with us. Prospects for 1922 are very good. Will place some orders next month. Import toys are selling big. Will handle more this year. Prices this season were very fair especially on imports. Buyers will give American made merchandise the preference, but we will certainly have to hurry especially on novelties and dolls. The masses of the buying public are clamoring for novelties and for attractive dolls.—Julius Fisher & Co.

Ohio

Cleveland, Ohio.—We did about 5 per cent less business on toys in 1921, and carried over about 10 per cent less stock. The lower priced toys sold best. January is starting very slowly and cannot tell what the prospects for 1922 will be. Our early purchases will be about the same as last year. Import toys are selling well. We will probably handle more of them. Most domestic toys were offered by manufacturers at "peak" prices and cannot be sold on that basis.—The Stearn Co.

Dayton, Ohio.—Our 1921 toy sales increased nearly 50 per cent. We have less than two-thirds the stock we had a year ago. Mamma dolls, electric toys and boys' sporting goods sold best with us. We expect to make a good increase during 1922. We will need more goods than last year.—Rike-Kumler Co.

Akron, Ohio.—General business for the year 1921 was far below that of 1920, however, the toy line was fair during the year compared to our other lines, and the Christmas business good, that is Christmas week, and if the other weeks of December had been in proportion the toy trade would have been excellent.

Our carried over stock will about equal that from 1920 but this will probably be sold up before our 1922 Christmas stock arrives.

Wheel goods, trains both electrical and mechanical, blocks and mechanical goods were our best sellers.

Business people in Akron are very optimistic for 1922 and much work has been promised by the local factories. We believe the opening of Spring will see better conditions here for all lines of business.

We will not place our orders so early this year as we haven't enough room for storage, we will, however, order small quantities to fill in our year round toy display.

When we placed our orders the first part of 1921 we were well pleased with the majority of prices as most manufacturers had made radical reductions, but we found our customers demanding that goods be sold at prices even lower than pre-war. We believe their belief in these reductions was due to too much newspaper notoriety as regarded the lowering of prices on all lines of merchandise.

The above covers most of the points mentioned in your letter.—Very truly yours, The Wonder Store, Ira Jacobs, Prop.

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Dealers Report on Trade Outlook

Dayton, Ohio.—Our 1921 toy business was about equal to that of 1920. Our stock on hand is much lower. Wheel goods sold best during 1921. The prospects for 1922 are good. Our early purchases will be larger this year. Import toys are selling well. There is a demand for better merchandise.—Louis Traxler Co.

Springfield, Ohio.—Our 1921 toy business was about equal to that of 1920. Our stock on hand is 50 per cent larger. Imported toys sold best. Prospects for 1922 are improved. Our early purchases will be much smaller this year. American manufacturers must meet foreign competition.—People's Outfiting Co.

Pennsylvania

Philadelphia.—In reply to your request of December 6, we are pleased to answer your questions as follows: 1921 was the largest year in our toy business. Stock carried forward is less than in 1920. Games, blocks and electric trains sold best. Too early to prophesy as to prospects for 1922. The season is not sufficiently far advanced to make any statement as to our first orders as compared with early orders last year. Imported toys were excellent sellers. Regarding next year can report more intelligently later on.

If I may be permitted to suggest—the average American toy manufacturer should take time to study some of the reasons why imported toys, similar in construction and design to the American toys, always outsell the latter. The packing of some of the American manufacturers can be greatly improved upon, especially iron.

I would also suggest the study of using soft pastel shades on iron toys. The detail which makes the average European toy so attractive to the eye is noticeably lacking in many American toys. If you will carefully go over the majority of the metal toys, excluding electric trains manufactured in America, you will, no doubt, come to the conclusion that the most manufacturers buy one barrel of red and one-half barrel of green paint and mix up a gallon of gold paint; whereas the European manufacturers making similar toys will use anywhere from three to five soft pastel shades, which add greatly to the looks of the toy and I believe I can say without contradiction that the average purchaser today, at Christmas time, buys on looks.

I do not wish to convey a thought that I am criticizing the American toys in a disparaging way. My thoughts are entirely constructive, as I am very anxious to see the American toy business go forward and I cannot feel that heavy red and green paints are particularly pleasing to a child and they are not appreciated by the best adults. This is shown many times during the day by putting them side by side as I have done to see the customer select the European toy with its soft tinted shades and pay more for the latter.—Strawbridge & Clothier, by H. R. Landsdowne.

Altoona, Pa.—Our toy business was short about 75 per cent this year. We carried over one-fourth more stock than we did from 1920. Dolls, teddy bears, mechanical toys and toys to sell at 25 and 50 cents each sold best. It is too early to say much about prospects for 1922. We hope for better things. Prices are still too high. American dolls are very well made but are too high priced.—H. R. Shasor, toy buyer for Wm. F. Gabel & Co.

Braddock, Pa.—Our 1921 business was below that of 1920, and the stock carried over is slightly larger. Low priced toys sold best, the plain, substantial kind. Present prospects indicate that there will be no change during 1922. Our early purchases will be more conservative than last year.—Katz & Goldsmith.

Easton, Pa.—Our 1921 business was about the same as 1920. We will carry over 25 per cent more stock. Mechanical toys and dolls sold best. Prospects for 1922 are not as good as 1921. Our early purchases will be 10 per cent less.—Bon Ton Co.

Johnstown, Pa.—Our 1921 toy business was about 20 per cent less than 1920. We carried over about the same amount as we did in 1920. The toys that sold best were those that did not run into money. Prospects for 1922 are about the same as they were for 1921. Our early purchases will be about the same as last year. Import toys are selling well.—Penn Traffic Co., G. F. Succop, toy buyer.

Stroudsburg, Pa.—Our Christmas business was better this year. We carried over less stock. Dolls and games sold best. Prospects for 1922 are good. Our early purchases will be about the same as last year. We are selling less imported toys this year.—A. B. Wyckoff.

Titusville, Pa.—The toy business with our three stores was only about one-half what it was in 1920. We are carrying over a great many goods. There are many items where we will not need to buy any for 1922. We will say that our purchases this year will not be one-half what they were in former years. We are not looking for any better business in 1922 than we did in 1921.

One of the reasons that business has been off on toys is on account of the high prices. It is high time that the American toy manufacturers sat up and took notice. It is all right for the American toy manufacturers to urge dealers to sell American toys, but the large department stores and mail order houses are selling imported goods that are much less in price, and the smaller dealers are going to buy imported goods to a certain extent unless the American manufacturers prepare to market their products at a fair price. These are facts we are giving you and we wish there was some way that the American toy manufacturers could view these matters in the light that we do, and we are satisfied that the average dealer in toys feels about as we do in the matter.—United Hardware & Supply Co., S. S. Bryan, Treas.

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Dealers Report on Trade Outlook

Providence, R. I.—Our 1921 toy business was better than 1920. We have less than half the stock on hand. Good, well made toys sold best. 1922 should be as good or better as this year. Our early purchases will be about the same as last year.—Imported toys are selling O. K. Will use some.—Shepard Co.

Sioux Falls, S. D.—Our 1921 toy business was 10 per cent less than in 1920. Our stock on hand now is very much less than that carried over from 1920. The prospects for 1922 are for a good, normal year. Our early purchases will be much less than 1921. Import toys sold very big. Domestic makers must get prices down.—Fantle Bros. & Danforth Co.

Petersburg, Va.—Business as a whole for the year 1921 was not as large as the year 1920. But our holiday business in 1921 was larger than in 1920. It was surprising how on the last few weeks the people turned the money loose, and we recovered rapidly from the losses of the previous months. The cause of this extra money being spent we think was the fact that in this section the Christmas Saving Club has reached an important factor and the situation was relieved when the banks turned this money loose. Our stock will inventory about the same this year as it did last year.

The trade in general are buying the better grade of toys, and the practical toys, for that reason American made toys will make better inroads in the future than we have in the past. We believe this year will be our banner year in toys and we are going to make our purchases accordingly.

We still intend to carry a certain line of import toys, but where it is possible we are replacing these with domestic toys. Some of our American manufacturers must reduce prices in order to stay in the game, but we believe the Toy Fair this year will show us that they intend to do this thing.—Jas. Y. Branch, Inc., V. R. Beachy, Pres.

Spokane, Wash.—Volume of business for 1920 and 1921 exactly the same. Nineteen hundred and twenty-one stock carried over about 40 per cent less than 1920. Medium priced toys sold best. Prospects for 1922 are good. Our earlier purchases will be heavier. Imported toys were about 15 per cent of our 1921 stock. Will handle less in 1922. Last year offered the first opportunity in this community for the toy buying public to compare German toys with American made toys and as the former will undoubtedly suffer in the comparison, it is to be expected that the sale of import toys will not be so large as 1921; consequently our purchases on these items will be limited.—Chas. F. Schaefer, toy buyer for Culbertson's.

Burlington, Vt.—Our 1921 business was better. Stock on hand much less. Everything sold well with us with the exception of domestic mechanical toys. These were priced too high. Prospects for 1922 doubtful as yet. Our early purchases will depend entirely on prices.—W. G. Reynolds Co.

Charleston, W. Va.—Our general business was nearly as good as 1920; toys better. We carried over less stock. Mechanical toys sold best. We hope for better business in 1922 as miners' strikes are to be settled on a new scale. Our early purchases will be about the same.—Import toys sold fair. Too poorly constructed and too easily broken. We will handle less of them this year. We will stick more this year to American made toys.—Coyls & Richardson, W. D. Hoy, toy buyer.

From an important city in Wisconsin we receive the following report:

Dolls and games are carried in connection with our book department so we can only speak in a general way regarding them. Dolls went well and our first stock sold out quickly; we re-stocked in a small way and part of this second stock was sold. Some of the imported dolls did not hold up well and have given us a good deal of grief. We did not experience as much trouble with the domestic dolls. Games went quite well but did not clean out as well as the first stock of dolls. Doll buggies are carried in the same department but we carried over, from the year before, a sufficient stock and made it a point to sell out this stock instead of buying new stock for 1921.

Mechanical toys, toy trains, toy automobiles, wheel toys and in fact practically everything except the items mentioned in the paragraph above, are carried in our regular toy department which opens November 1st and closes about December 31st of each year. This department showed an increase in sales by dollars of about one-half over 1920.

We carried over just a little less from 1921 than from 1920. Our aim is to close out everything possible to avoid warehouse and packing charges on goods carried over.

The toys that seemed to sell best were mechanical toys and novelties of various kinds. Many of the old staples failed to go well and will not be re-stocked. Among the wheel toys, those made of metal seemed to sell best in Oshkosh. We attribute this to the fact that many wood wheel toys are manufactured in Oshkosh and in various ways are distributed direct to the consumer while the metal wheel toys are manufactured mostly in the East and are less common among the local people for which reason they sell better here.

Regarding toy business for 1922, we suppose toy business will be as good as 1921, depending to a certain extent on the unemployment problem.

Regarding our purchases for 1922, they will be governed to a great extent by the result of investigation at the New York and Chicago toy fairs. Therefore if prices in effect at these two fairs seem sufficiently lower we will purchase more in April than last year, although our policy is to place orders at the fairs only when we get the terms we consider right and where we can not get the right terms and rating we bring the memorandums home and make much closer comparisons and then place the order by mail.

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Balloons! Balloons! Who Wants Balloons?

Kansas City, Mo.—A little girl was romping through the waiting-room of the Union station. Suddenly she stumbled and fell. At first there was no sound—then a squall broke. She didn't seem to be injured, but refused to be comforted.

At last she pointed to the ceiling and yelled, "My ba-o-o-n."

It hadn't been much of a fall, but her toy balloon had floated to the ceiling while she was scrambling up.

Ishmael Duncan, who operates an ice cream cone cart, knew the remedy. No other balloon would do, but Duncan bought three, tied them together and sent them up to the rescue.

For more than an hour he labored to retrieve the lost aircraft. Finally the string of the lost balloon became entangled in the cord on the others and was brought down.

She was happy again.—News Item.



HOW the youngsters flock about the balloon man crying his wares upon the street at circus time and all kinds of parade days. They are fascinated by his huge cargo of many colored, bobbing, tugging balloons, and gladly pay for just one of the bright, lovely treasures to hold for their very own. But alas! how brief is their childish joy in most cases, for the captive balloon is merely waiting for its first chance to sail far away in the blue sky, and if the little hand relaxes its tight hold for a second, goodbye, balloon!

As a mother I'd like to plead with the manufacturers to invent some kind of a stout, substantial holder at the end of the balloon string that would make it easy for little folks to grasp their baloons. Balloons are such favorite toys with children, and yet I think most parents hate them because they cause so many heartaches and tears and unpleasant scenes on trips to town or special outings.

I remember one time when I undertook to have the two small children see a circus parade, and while waiting during the usual delay, bought each child a balloon. Many were the lost balloons soaring above the crowd, but my wee boys clutched theirs tightly, and all went well until I started across the street with my toddlers after the parade had passed.

Of course, "Bob Bill" chose this opportune time to stretch out his cramped fingers a little bit, and like a bird out of a cage, the pretty blue balloon flew away. It did not soar high, however, but went skipping gaily down the street, serenely unconscious of the terrible traffic that endangered its fragile self.

As swift as the truant balloon, "Bob Bill" darted from my restraining hand and started in pursuit. I dared not desert the other baby and gave a startled scream that brought swift action from the onlookers. Someone checked Bob's dangerous course, and someone dashed to the rescue of the reckless balloon. I held "Bob Bill" with a grip of iron while the dancing baloon was being so kindly recovered, and soon his sobs ceased as once more he held his precious balloon.

The Second Tragedy of the Day

I thought he would lose it from the car a dozen times, but we got almost home before the second childish tragedy occurred. He was marching ahead of me and baby, eager to get to the home of a playmate and show his balloon, when a lovely flower suddenly claimed his attention. He stooped over to smell it, and the balloon caught in a sharp bush. The next second he was holding an empty string, and oh, pity mother, with the balloon man most as far away as Sheridan from the sea!

Buying shoes for little boys is no lark, financially or otherwise, and when the ordeal is complicated by free balloons, oh, dearie me! what an interesting time the parents do have. One crowded Saturday morning in the shoe department our boys were delighted with a balloon apiece. Balloons were everywhere in dizzy confusion. One family with five children and equal number of balloons was one mad whirl of shoes, lively kiddies, balloons, struggling clerks, and agitated parents. "Bob Bill" managed to take care of his balloon until his shoes were fitted, but got restless when baby had his turn at being "shoed," and first thing we knew his balloon was bobby against the ceiling like a Hallowe'en apple in a tub of water.

"Daddy" made a jump for the elusive string but could not reach it. Clerks and manager seemed too rushed to furnish another balloon, so daddy made another attempt from a footstool. This was useless, also. Then he stood on the arm of the chair and hooked a button-hook about the string after several attempts that nearly unbalanced him. By that time his antics were causing much amusement and interest, and the manager offered tardy assistance.

How many Marathon races "Daddy" has run after balloons that escaped, when we were riding in the auto and went scudding over the fields!

Don't think for a minute that the clipping at the head of this article is "just a newspaper yarn." Any parent can tell you how true it is. Gentlemen of the balloon trade, why not furnish an "anchor"?—Mrs. A. M. Anderson.

No Chance

"Judge," cried the prisoner in the dock, "have I got to be tried by a woman jury?"

"Be quiet," whispered his counsel.

"I won't be quiet! Judge, I can't even fool my own wife, let alone twelve strange women. I'm guilty."—*Houston Post.*

Judging by His Habits

Visitor—"Does Mr. Crawford, a student, live here?"

Landlady—"Well, Mr. Crawford lives here, but I thought he was a night watchman."—*The Goblin.*

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Exquisite Doll Display by Lord & Taylor

What could be better calculated to stop the passerby on Fifth avenue than this charming window of dolls in peasant costume installed during the holiday season by Lord & Taylor, New York? It is especially designed to give the idea that dolls can be things of art as well as playmates for children.

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Christmas Scenes in Paris Stores

Interesting Holiday decorations seen in large department stores of French capital. Dolls are used to depict scenes from folklore. Spanish Bull Fight, Life in Zululand are features of display

ALTHOUGH the Christmas decorations and window displays of the Paris department stores are very simple and economically gotten up as compared with pre-war times, they have taken inspiration from very varied sources, and prove to be interesting as well as amusing to the crowds of children and grown-ups who gather about them daily. Little dolls of about five inches are used by all the stores for the figures of the different scenes depicted. These little dolls are extremely lifelike, being handmade in cloth, and each one given a special personality.

The Grands Magasins du Louvre, for instance, have used them in a series of window displays, representing, one a Spanish bull fight, one a scene in the Bois de Boulogne, in which types of Paris life are presented, including American and English tourist couples, etc. The most important window represents Indian festivities, with the palaces, Hindu temple door, etc., very carefully gotten up in painted cardboard.

Hindu inspiration is also seen in the interior decoration. One of the main halls is entirely decorated with painted panels representing Hindu divinities and from the ceilings hang huge fairy birds dotted with colored electric lamps. Among the toys for sale there are several elaborate elephants carrying the Indian couch or mounted with Indian soldiers.

Zululand-Life Scenes at Galaries Lafayette

A very amusing series of Zululand life sceneries is shown in four windows of the Galeries Lafayette on the Boulevard Haussmann. Here the dolls are little negroes, very well made and clothed. All this little world is animated electrically in an amusing way.

The toy department on the ground floor does not show any elaborate decoration; it simply consists of the p[illegible]ular rows of little flags of all countries, but these are in such numbers and so well arranged that the effect is gay and attractive.

This store is giving a lot of space to mechanical and electric toys and as a demonstration, they have among other things a miniature Eiffel Tower, about four yards high with a set of small airplanes going around. The little flags decoration mentioned is seen in most of the stores and toy shops.

At the Printemps

The Printemps, which usually devoted the main hall of the building destroyed to their Christmas decoration, have employed three or four windows in one of the annexes, and have done it so effectively that, although situated on a back side street, the displays are attracting crowds at every hour of the day. One window on the Rue de Provence is in the gothic style and illustrates the "Legende de Ste-Odile," Alsace patron saint. It is the reproduction of the story and drawing which won the first award in the last competition organized by the Printemps among French children. Other windows reproduce traveling fair attractions, merry-go-rounds, gymnastic demonstrations and all sorts of comical shows which are made really amusing even for the grown-up, by the antics of the animated dolls.

The sale of toys is made in a recently opened annex of the store and this arrangement seems to be satisfactory.

Bon Marche Lavish With Decoration

The Bon Marche, of all the big Paris stores, is the one which has devoted the most place to Christmas decorations. Almost all the ground floor is decorated, part of it with painted canvas covering the pillars and balconies, or with luminous columns placed at each corner of the counters and made in the fashion of Japanese lanterns. The main decoration is in a circular hall with a central stairway which has been used to build up the whole decoration.

Village Church on Christmas Eve

On the first landing of the stairway is a rather large cardboard construction representing a village church on Christmas night; on each side of the foot of the stairway is a picturesque village house. On the roof of one is "Bonhomme Noel" (Santa Claus) loaded with toys and throwing them through the chimney. This is the good children's house. On the roof of the other is a "Pere Fouettard" carrying an old broom. This is the naughty children's house. Both little houses are used as counters for the sale of dolls and candies. The balconies around the hall are entirely camouflaged by large painted panels [illegible]g the children's paradise, scenes of bright blue [illegible]s and luminous clouds in which ride fantastic cars loaded with toys, electric stars and comets.

A Weird Decoration

One of their windows, although not a Christmas display, is worth mentioning. It is an illustration of Rabelais' famous work "Gargantus," and represents an enormous personage in the fashion of the time, sitting at a table with huge chickens and pieces of food and an army of tiny valets to serve him. This window is in honor of the "French Cooking Week" now going on.

One of the toy specialty shops along the Rue de Divori is attracting the public's curiosity with a huge Harlequin, several stories high, the feet of which are just above the entrance door of the shop, whereas the head reaches the top of the building.

The Trois-Quartiers are featuring a very practical idea in their window displays on the Rue Duphot. Each of a series of four or five windows is devoted to articles of the same price. There is a window where everything displayed is sold at 5 francs, one at 10 francs, 15 francs, 20 and 30 francs, and each window contains a good variety of Christmas and New Year's gifts.

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Christmas Toy Stunts in St. Louis

Special effort made to place goods in most artistic surroundings. "Dance of the Toys" at Scruggs.

CHRISTMAS toy displays in St. Louis department stores and shops directed their appeal more to the intellect of the child this season than did those of former years.

As a hint of the modern tendency in the world of make-believe, electrical and mechanical toys were featured this season in the window displays as well as in the toy departments. So great was the emphasis on these types of playthings that everything in toyland seemed to be moving. Even Santa Claus bobbed his head approvingly at the youthful visitors or revolved swiftly on an imitation cake of ice that greatly resembled a real one.

That jolly old fellow whom children have been taught to think of in connection with the Yuletide was less in evidence in St. Louis this year. Several department heads explained that they were devoting less attention to the Santa Claus appeal because the child of today has little faith in him. Instead of "Santa Claus' Headquarters" which the toy departments formerly were called "Toytown," "Toy Land" and "The Toy Shop" were the official titles.

Special efforts were made this Christmas to offer not only attractive merchandise, but the place it in the most artistic surroundings. So well did several of the stores succeed that a Christmas atmosphere prevailed throughout the toy centers. Advertising, too, expressed the holiday spirit.

"Dance of the Toys" at Scruggs.

An advertising and entertainment feature the children liked was arranged by the Scruggs-Vandervoort-Barney Company. Advertisements appearing in the Friday papers of December 2, 9 and 16 invited the children and their parents to "The Dance of the Toys" in the Vandervoort Music Hall on the following day. The hall located on the fifth floor of the store is equipped with properties of a small theater.

When the guests had packed the hall they were treated to a real Christmas entertainment with members of the Children of America Loyalty League presenting the program. First Santa Claus appeared, and in wishing them all a Merry Christmas, told them that they could leave their orders for gifts in the Vandervoort Toy Shop as he was hurrying off to Chicago and would be unable to talk to each one personally.

Then followed songs and dances by children dressed as dolls, teddy bears, little Tin Soldiers and other toys. The program ended with "The House That Jack Built," in which the children recited in succession lines from the nursery rhyme, presenting a toy from the Vandervoort shop as an illustration.

Attractive programs were given out. On one side was the list of entertainment features and on the other a sketch of Santa Claus with a group of children about him. Below the sketch was "A Letter from Santa Claus," which read:

"Dear children:

"I've sent the very best toys my elves can make, and you'll find them in the Toy Shop at Vandervoorts. I don't believe I've ever had such a variety and number of playthings as I've collected this Christmas. Stop in with mother and see them.

"Yours for a Jolly Christmas.—Santa Claus."

And below the letter this reminder:

Visit the Toy Shop—Basement
Scruggs-Vandervoort-Barney.

Following the completion of the program, the children were taken for a tour of the shop, and, of course, many parents who accompanied them made selections then for Christmas gifts.

Lots of Toys Placed in Windows.

Vandervoort's used one corner window throughout the Christmas season to display articles from the Toy Shop. In addition the store carried out the idea of placing several small toys in every other window of the store. This served to bring the Toy Shop to the attention of the window shopper.

Wherever possible these little displays corresponded with the principal one. In a window showing Indian suits and other play togs for children there was a corner devoted to toy cannons, small pistols and other war toys. In an educational exhibit appeared a toy talking machine. With the costume display was shown a carefully dressed doll and a doll trunk filled with pretty clothes.

Toyland at Famous-Barr's.

The Famous-Barr Company which devoted great attention to its toy department with special displays and newspaper advertising, selected the basement balcony as the setting for Toyland. Entrance was gained via stairways decorated to resemble chimney corners. This same idea of the chimney corners with Santa Claus appearing at various intervals was maintained throughout the entire department. A design representing icicles and snow around at the point where the walls and ceiling met was very effective as was a decoration of tinselled festoons.

This store gave more window space to toys than did any other St. Louis store. These displays were of such an unusual and attractive type that crowds stood in front of them from early in the morning until late in the evening.

One corner window and three adjoining ones at one of the busiest locations in St. Louis were devoted to the toys. The corner window displayed toys of highest grade. The central figure which first attracted

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the eye was an electric teeter go-round upon which two pretty dolls were swinging. An electrical train, a life-size pony, a toy theater, and a host of other things were included.

An effect of animation was produced in the next two windows by unique backgrounds. In the first, by means of an electrical arrangement, a clown seated in a small sail boat moved back and forward in an imitation sea, always on the point of being eaten up by a monstrous serpent which opened its mouth in realistic fashion. The children obtained much enjoyment out of watching the perils of the clown as they did the antics of animals tugging at a rope—the background of the second window. A miniature stable filled with horses was placed in the center of this first display while a castle placed rather higher above a field of soldiers, both infantry and cavalry, formed the feature of the other window.

The last of the group was devoted exclusively to dolls and doll furniture. Santa Claus was there, revolving on an icy table in the center of the window with the dolls and doll accessories all about.

At the Grand Leader.

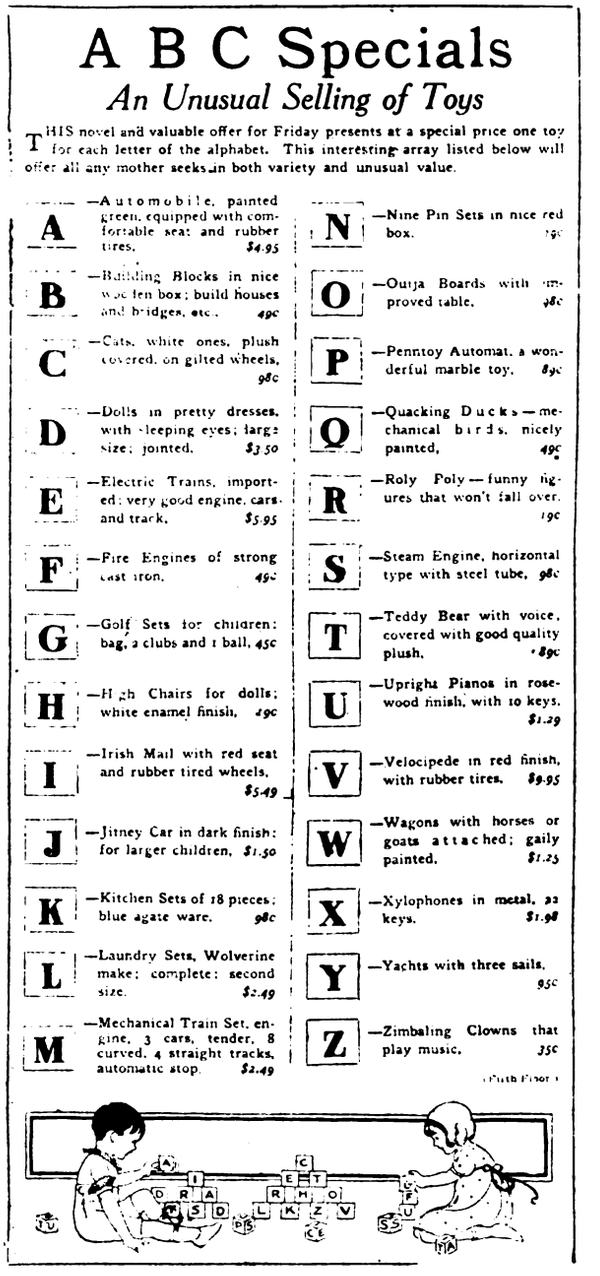
A corner window featuring both electrical and mechanical toys and an adjoining window made up the display at the Grand Leader Department Store. A doll which danced on a revolving table, animals that nodded their heads irrespective of time, a toy monkey that performed upon a rope suspended from the top of the window—all these served to add to the popularity of the corner.

But it was the arrangement of the toy department of "Toytown" on the fifth floor which served to make one enthusiastic over toys and to give a feeling of satisfaction at finding things in a specific place.

"Toytown" was arranged in squares with each type of article separated from the others. Guide posts just like one finds to mark the streets of a city, told the customer where to find just what he was seeking. There was **Wooden Way** with horses and wagons, clowns, tenpins, Humpty Dumpty circus sets, etc.; **Zoo Drive** offering teddy bears, cats, dogs, elephants, monkeys, cows and horses; **Game Square** with checkers, dominoes and every other kind of game imaginable; **Iron Highway** where were the stoves, scales, banks, fire engines, wagons, moving picture chimes, etc.; **Railroad Terminal** with imported mechanical trains, electrical trains, trolleys, trackless railways, bumpers, tunnels, switches and the like; **Toytown Speedway** with its automobiles, doll carriages, velocipedes, hand cars, skudder cars, rocking horses, sleds and chairs; **Doll Palace** where dwelt many pretty dolls from several nations; and **Dish Highway** with enameled tea sets, aluminum wear, imported dinner sets, etc.

Another attractive advertisement gotten out by this same firm was headed **A B C Specials.** Black initial letters were placed in alphabetical order down two columns—half in one and half in the other—followed by the name and description of a toy beginning with the same letter.

The Junior Herald, a page advertisement issued by the store once each week in a daily newspaper was full of toy news during the Christmas season. This has proved an excellent plan of advertising things for youthful customers. It always is written in a style



A B C Specials

An Unusual Selling of Toys

THIS novel and valuable offer for Friday presents at a special price one toy for each letter of the alphabet. This interesting array listed below will offer all any mother seeks in both variety and unusual value.

A —Automobile, painted green, equipped with comfortable seat and rubber tires. $4.95

B —Building Blocks in nice wooden box; build houses and bridges, etc. 49c

C —Cats, white ones, plush covered, on gilted wheels, 98c

D —Dolls in pretty dresses, with sleeping eyes; large size; jointed. $3.50

E —Electric Trains, imported; very good engine, cars and track. $5.95

F —Fire Engines of strong cast iron. 49c

G —Golf Sets for children; bag, 2 clubs and 1 ball, 45c

H —High Chairs for dolls; white enamel finish, 49c

I —Irish Mail with red seat and rubber tired wheels, $5.49

J —Jitney Car in dark finish; for larger children, $1.50

K —Kitchen Sets of 18 pieces; blue agate ware. 98c

L —Laundry Sets, Wolverine make; complete; second size. $2.49

M —Mechanical Train Set, engine, 3 cars, tender, 8 curved, 4 straight tracks, automatic stop. $2.49

N —Nine Pin Sets in nice red box. 19c

O —Ouija Boards with improved table, 98c

P —Penntoy Automat, a wonderful marble toy. 89c

Q —Quacking Ducks—mechanical birds, nicely painted, 49c

R —Roly Poly—funny figures that won't fall over. 19c

S —Steam Engine, horizontal type with steel tube, 98c

T —Teddy Bear with voice, covered with good quality plush, 89c

U —Upright Pianos in rosewood finish, with 10 keys, $1.29

V —Velocipede in red finish, with rubber tires. $9.95

W —Wagons with horses or goats attached; gaily painted. $1.25

X —Xylophones in metal, 22 keys. $1.98

Y —Yachts with three sails. 95c

Z —Zimbaling Clowns that play music. 35c

(Fifth Floor)

which children like to read and there is a puzzle or some other entertaining feature to be found there.

Schwerdtmann's Toy Company, selling toys exclusively, truly resembled Santa Claus' headquarters, for it displayed every kind of toy that one could think of, and so many of each kind! Advertisements announced special sales of toys at various times. The store remained open until 9 o'clock each evening. Nugent's also laid stress on special sales in the toy department.

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Cashing in on the February Holidays

Valentine's Day sweetens the shortest month while Lincoln's and Washington's birthdays afford occasions for patriotic displays

THERE are so many opportunities for calling attention to one's line during the short month of February that the merchant must plan his campaign well in advance if he wishes to take advantage of them all.

The first of these is Lincoln's birthday, on February 12th. It offers a splendid chance to talk about the outstanding traits of Lincoln, and to feature them as being part of your own store and service. The Popular, El Paso, Texas, embodied this idea in its advertisement early in February. It was adorned with a cut of Lincoln and said:



February window trim by Haines & Essick, Decatur, Ill.

LINCOLN'S BIRTHDAY.

Today is Lincoln's birthday, and we want to pause just a moment to pay tribute to this great American. When we honor the memory of Lincoln we really honor the country to which he belonged and the real people of this country. A splendid heritage has been ours in the inimitable qualities of Abraham Lincoln.

The Popular has striven to catch something of the Lincoln spirit by seeking to put the ideal of the past into the business methods of the present. It is the spirit of service—service to the southwest, service to El Paso, service to you. Conclusive proof awaits you today, tomorrow, every business day in the year. For example today is

GREAT POPULAR DAY.

Then followed a detailed list of the specialties for the day, including rolls of crepe paper, tiny flags, and little boxes of red, white and blue candy, and kisses wrapped in red, white and blue paper.

Log Cabins Attract Trade.

Speaking of the log cabin used as part of the window decorations, Millar & Coe, the toy merchants of Vancouver, B. C., say they quadrupled the sale of these cabins as soon as they began to display them in the window. They featured them as darkey cabins, with small colored dolls scattered about, but they would prove equally popular if used as the home of pioneers.

An excellent plan would be to enlist the aid of teachers. They are ever on the alert to discover new ways of making history interesting, and the loan of one of these cabins to adorn the desk of each teacher on Lincoln's birthday (or the day preceding, if February 12th was a school holiday) would be sure to interest the children. It would be handled and examined, and quite naturally they would see the name of the dealer on the tag attached. All that would then be necessary would be to display these cabins in the window, hung with flags and bunting, together with several dolls dressed as pioneers, Indians, Uncle Sam and Miss Columbia—and the idea of using them for a doll playhouse would be at once implanted in the youngsters' minds.

Valentines the Expression of Youth and Joy.

Although not officially listed as a holiday, undoubtedly Valentine is the day in February which will produce the largest sales. The 14th is of course THE day, but the sending of gifts any time during that week is considered appropriate, and this fact should be emphasized by the dealer in novelties. An excellent Valentine publicity notice was that of Jaccards, St. Louis, who said:

VALENTINES.

This little chap has told me the sweetest things of you.

And if you'll only let him, he'll tell you something, too.

Time was when February 14th was called Sweetheart Day, but now it has acquired a much broader significance, and is also used by friends in sending greeting cards and pleasant little gifts.

WE ARE READY WITH A PLEASING DISPLAY.

For example, there are cunning sachets, made of pastel paper in the shape of two hearts, prettily decorated, and fragrant with an elusive perfume; each 50c. Cut-outs of kiddies are cleverly contrived and there are many hand-painted cards bearing pleasing sentiments. Prices range from 5c to $1.00.

A Good Valentine Trim.

One of the first requisites for getting these cards, and other forms of Valentine gifts, before the public

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is a good window display, and an excellent example of this is that of the Haines & Essick Co., Decatur, Ill. The wall was covered with large fancy Valentines—for many still cling to these lace paper and satin sentimental tokens—while several tables, covered with white crepe paper spreads stamped with red hearts, held red rose bon bon dishes, place cards showing little dancers in red skirts, and red crepe paper lamp shades. Scattered over the floor and adjoining tables were red cardboard hearts and paper caps of red or white.

Another firm had the background of their window covered with white crepe paper studded with red



hearts. In the center was a large heart, within a circle of red roses; while in the corner was a vase filled with crimson roses. Large red satin boxes held de luxe chocolates, while others were filled with red envelopes, and red, gilt edge cards, for invitations to a Valentine party. Strewn about the window were rolls of crepe paper sprinkled with hearts, paper napkins in heart and dart designs, and cream envelopes sealed with red hearts. There were heart shaped moulds for ices, and heart shaped cutters for cakes and cookies; together with place cards, dance programs and favors, as well as post cards and little leaflets of Valentine greetings.

George Roe, San Antonio, Texas, featured school supplies and Valentines for children. In the center at a desk was seated a small boy busily engaged drawing a heart and arrow on a scratch pad. On the desk was a set of water colors for painting the sketch, as well as scissors, a bottle of mucilage, strips of red and gold paper, lace paper and many small pictures. A card suggested:

> Let the children have the fun of making their own Valentines. We have all the material. Let them bring their pennies and buy what they choose.

Stamp Desk at Marshall Field's.

A little convenience that did much to create good will and increase the Valentine trade was the stamp desk established by Marshall Field & Co., Chicago. It was placed at the end of the Valentine and greeting card department, and here stamps of all denominations were sold, while there were pens and ink in abundance. A person could purchase his Valentines, address, stamp and mail them right here and thus avoid a trip to the post office. The use of the Valentine as a gift suggestion was carried out in a number of the departments. For example, in the doll section there was a large lace paper Valentine, 3x4 feet, in the center of which instead of the conventional hearts and flowers was placed a large doll.

The Maison Blanche, New Orleans, La., called attention to their cards and gifts for Valentine Day by placing in their window a regulation U. S. mail box attached to a post. Near it stood a little miss of six in white dress, with a big envelope in her hand, which she was reaching up to place in the mail box. The letter was addressed to "Mr. Dan Cupid," and was sealed with a big red wafer. A long panel at one end of the display was filled with Valentine postcards; while another held lace paper Valentines. The floor, covered with billows of red silk, was strewn with cards and envelopes, long and slender, or buff or silver, each with a large red heart in the center and an appropriate Valentine sentiment, such as:

Come fill this empty heart of mine and be my lovely Valentine.

If you accept this ring from me your faithful beau I'll ever be.

A Lincoln and Washington Window.

For the merchant who wished to make a combination display of the February heroes, the Washington-Lincoln window of the Haines & Essick Co., Decatur, Ill., is commendable. Suspended from the top was a large flag, high on the wall were steel engravings of both Washington and Lincoln, while on the floor were life-size framed paintings of these two presidents. In the center was a table, with place cards and favors, bon bon dishes and crepe paper napkins, all in red, white and blue, suitable for a patriotic dinner or luncheon. There were also rolls of red, white and blue paper for making decorations, and many Washington and Lincoln post cards. Holding the place of honor was an illumined copy of Lincoln's Gettysburg address pasted on heavy cardboard. Candlesticks with red, white and blue shades; cards with sentiments from each of the presidents; shields, fancy caps, and roll

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of tricolored paper were displayed; while down in front was an interesting collection of Lincoln relics. The whole window attracted much attention and incidentally offered suggestions as to paper decorations and many little novelties appropriate for a dance or dinner on either Washington or Lincoln's birthday.—

Another Good Valentine Window.

Evans, Philadelphia, had a window that attracted young and old. Suspended by red ribbons from the ceiling were scores of red cardboard hearts. High on



the wall was a big heart studded with small red bulbs on which cupid was painted. The window was arranged in a series of shelves filled with Valentine novelties. There were kewpie dolls with red sashes, little cupids of marble or composition, quaint Valentine cardboard cut-outs, lace paper Valentines, booklets, Valentine stationery, heart-shaped boxes of candy, lamp shades and all kinds of paper decorations, while in the center, tied with red ribbons, was a mass of red carnations and green foliage.

Self-Sacrificing Japanese.

An American furrier generally clothes your wife by skinning you. Here is a Tokyo furrier who has put up an English sign over his shop which reads as follows:

"Garments made with your skin or our skin."

The Blind Man Looks Out.

A blind man, on going out on a dark night, asked a non-blind man:

"Give me a lantern."

"What's that for? You can't see anyhow."

"Yes, but it is for the benefit of those who can see, and therefore might bump into me."

SOME OBSERVATIONS FOR 1922.

By J. H. Tregoe, Secretary-Treasurer, National Association of Credit Men.

THE year 1921 will pass into history as furnishing a complexity of problems more difficult, more intricate and more significant than any year of the present generation. We have passed through the year with no more serious mishaps than would come to us in regular course, as a result of indulgence in over-optimism and overfeeding in unwarranted expectations. A glance backward tells us clearly enough that we have suffered under our inability to estimate correctly the disorders of an overburdened economic condition. As we look back we can see that too much stress was being laid at times upon surface conditions and too little analysis given to basic conditions.

There has been in the past thirty days a smaller visible movement of business on the surface. In a number of seasonal lines demands have decreased for the reason that the rather feverish demands which accelerated business in October and a part of November have left goods on the shelves, and unseasonable weather in many sections of the country has been responsible for disappointments in retail sales.

We believe the most serious factor in the present situation is the distressful condition in which the farmer finds himself. We have made a great god of industry, have devoted too little attention to the efficiency of our land, and because of this neglect are now passing through a most difficult period. In most of the agricultural sections the farmer is doing his level best to liquidate old debts; he cannot purchase new equipment; his home requirements are reduced to a minimum, and the store supplying the farmers are as a consequence getting little business. Collections are also very slow. Many accounts are positively frozen and the outlook is that they will continue frozen until the coming new crop. We emphasize this situation in the hope that consciousness may come to the business public of the need of devoting more consideration to our agricultural problems. We must also turn the eyes of the farmer from Congress to the land; must build up the efficiency of the farmer, fully recognizing that the country cannot be prosperous with its agricultural interests in distress.

Though business on the surface has slowed down and many a concern is passing through a crisis as a result of an accumulation of untoward circumstances, yet we are glad to say that basically the improvement noted before has continued and there is more reason for confidence than ever. We feel safe in saying this because, first of all, the international situation is improving, and one of the things that give us confidence here is that we of America are beginning to recognize the need of lending a hand to Central Europe. We now see that enlightened selfishness suggests a spirit of helpfulness to the sorely tried peoples there.

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A "Half Flight Down" Doll Shop

Interesting story of how Brodeur's Doll Shop in Indianapolis was finally located in basement adjoining Monument Circle

(By SHIRLEY WARE)

ONLY a few years ago, before store space became a thing to seek for, the Monument Circle of Indianapolis resembled a forsaken village, where only the street loafer sat himself down upon the monument steps to rest. It seemed a pity, too, for this was one of the show places of the Indiana capitol, and then new business came along and changed these conditions.

Rents were steadily increasing, as were demands for space, and shops and stores that had to have downtown location again sought the circle. A moving picture theater selected it as a desirable location and there followed in its wake several other businesses. After a while rentals became steep on the circle and exclusive shops sought space in vain, for everywhere shops were crowded.

It was about this time that Mr. Brodeur, who conducted a doll hospital in a location he felt could be bettered, strolled around the circle hoping to find space there for a business that he was certain would grow if transplanted into space so thickly settled and well traversed. Time and again he searched for space, but found nothing available. And then came the idea of a basement shop.

Space after space was inspected with the same result. The buildings had not been constructed with the idea of "letting" the basements, and they were merely storage places for the higher-up floors. At last a small space seemed possible because of its window that opened out upon the street, while the first floor of the building was entered from a series of steps that allowed light into the basement space. Only Mr. Brodeur had been able to see possibilities here, and the imagination had to be drawn upon extensively even in his case.

Nevertheless, the space was contracted for, and a crew of painters set to work. It was necessary to change steam pipes and Mr. Brodeur spent over five hundred dollars putting the room in readiness for his occupancy, but he felt that even this expenditure would prove itself helpful, and so it has.

The room was painted white and a door cut out to the street, where a half-flight of steps lead to the Doll Hospital and Doll Shop under the owner's name. Several shelves are built around the three sides of that part of the shop given over to display, and a partition separated this space from the workroom.



Mr. Brodeur, his wife and two daughters, find a profitable and pleasant business in repairing and selling dolls.

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where a very nice business has been going on for over a year, increasing month after month since the big holiday business of last year.

Although the doll hospital business had been formed before taking this new space, it has greatly increased and the sale of dolls has surprised the owners. There are bisque dolls, metal dolls, rag dolls, wax dolls, wooden dolls—in fact, every sort one can imagine; and, although Mr. Brodeur admits he has been sorely tempted, so far no other toy merchandise has crept into the shop. He feels he prefers that it be known as a doll shop instead of a toy store. And then it must be taken into consideration that space is not plentiful and a doll will take up no floor space and only a few inches of shelf space, whereas wheel toys will crowd the floor and require many times more the display as the doll, with little if any more profit.

From Sign Painter to Doll Doctor.

Mr. Brodeur found his business in a peculiar way. Several years ago he was known about Indianapolis only as a sign painter and wax-figure artist. He enjoyed a very nice business from different retail stores until there became less demand for wax figures. Having a friendly acquaintance with many stores through wax figure work, he was given dolls to repair, and after a while his name began to creep into toy and doll departments of stores until whenever anyone wished a doll repaired, his name was given them.

When taking the new location a stock of dolls and dolls' parts was added until the shelves are now crowded with stock. The most popular doll during the holiday season is that selling around $3.00 to $10.00, Mr. Brodeur asserts, while the remainder of the year the popular price is $1.50.

The one display window has been so arranged as to take fullest advantage of its sales' value. A series of shelves has been built a distance of about 20 inches apart and this framework sets within the window frame. The doll display is changed from time to time and they are placed upon these shelves.

Wife and Daughter Attend to Sales.

Mr. Brodeur takes care of the hospital work, while his wife and daughter attend to sales, arranging of stock, shipping, etc., and he informs that he has a family of daughters who will be converted into salespeople as soon as the business expands to that extent.

A lively out of town business has been created in repair work through newspaper advertising and many packages left for repairs are mailed out parcel post, with charges collect. The check system is used to designate the dolls in for repair, part of which is given the customer and the other part is attached to the package. When the doll is left for repair, it is wrapped in a package to itself and each doll is handled separately in the hospital so as not to confuse the parts. If it must be left to stand, it is wrapped with the remaining parts and put in a box to itself. The checks are itemized so the customer will know at a glance what constitutes the total charge, as follows:

No. 757

Name .....
Address .....
Finished .....
N. Head .....
" Wig .....
" Leg .....
" Arms .....
" Body .....
" Hands .....
" Eyes .....
Wig—C. .....
Wig—C. & C. .....
Joints Rep. .....
Head " .....
Body " .....
Arm } " .....
Leg }
Ena. .....
.....
Total .....
.....

Given Customer

BRODEUR'S
DOLL HOSPITAL
57 Monument Circle
Main 2870
No. 757

Although Mr. Brodeur's business has grown to its present scope because he has made an effort to secure the business, yet he has stood out in the minds of other merchants because he conducted a one-business, and through this concentration he will in time become better known and command a broader field. His intentions are to speed to this goal through advertising, which will increase both local and out of town business, and if the sale of dolls will subsist throughout the year, and he believes it will, he has no idea of branching into other toys.

TOY SECTION AT BEST'S TO BE GIVEN UP

The toy department of Best & Co., New York, will be abandoned by the firm, it was announced, to make way for a largely expanded children's apparel department. The fast growing needs of the apparel end of the business, especially children's and misses' wear, were such, it was announced, that the space occupied by the toy department, which has been a well known part of the Liliputian Bazar of the store, has been given over to the apparel sections. Certain articles, such as are carried in toy departments, such as games and sports articles, will still be sold by the firm.

Adolp Rief, toy buyer, who has been with the firm for 25 years, will remain with Best & Co., it was stated.

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Local Calendar as Applied to Toys

By WANDA MOORE

WHY do toy merchants always display their wares in medley? We know the public want toys and may be moved to buy more toys if they are shown to them, but the psychology of salesmanship has taught us many lessons in the last few years and one of them is that as far as window displays are concerned a *few* articles artistically presented arrest the attention of passers-by better than a display of this and that and the other thing, as for the average person's wants it is too apt to be "the other thing."

On the supposition that the calendar touches most human needs and emotions, a merchant who makes his window displays bear some reference to the seasons (other than Christmas) will find he outleads his competitors in sales. Then, too, local events can be represented in clever miniature with an average stock of toys and the result will be apparent in the number of people looking in the shop window—and of course that leads to greater sales.

Ouija Boards Went Like Hot Cakes

Two winters ago Sir Oliver Lodge visited Boston, Mass., to give his lectures of the Spirit World which at that time were creating a good deal of attention. As a result of advance press notices of his coming, not a Ouija board was obtainable in any toy shop by the time he reached the city, so great had been the demand for them. If any one merchant had anticipated this rush and stocked up plentifully with the boards he would have reaped a rich reward for his foresight.

Suppose this policy is further developed: When a Dog Show comes to town have a toy dog show as a window display and stock up with dogs, big and little dogs, simple and mechanical dogs, some in cages if possible and some with "blue ribbons." It is easy to supply 'local color" and instead of a commonplace assortment of toys in the window there will be an amused crowd looking at the "winners" and many toy dogs will be sold.

Use the Circus

Does the circus come to town? More animals in evidence but also clowns, acrobats, tiny tents and the paraphernalia of circuses beloved by most big and little folk. The same would be true of the arrival of a "motor show"; a display of toy automobiles; a yacht race, toy boats on a cleverly arranged mirror; time for travel, toy railway trains, engines, anything pertaining to locomotion; outings, toy cameras, fishing games, "pop" guns for the shooting season, toy "farms" and "mooly" cows grazing on "real make believe grass."

If there is a county fair in the neighborhood with "races and baby show" then it can be a choice between a window display of "steeple chases" or an opportunity to have a baby show of dolls, asking the children of the town to vote on the "prettiest," the one that weighs the



Toy Section at J. L. Hudson Co., Detroit, Mich.

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most, or what you will. This would prove a most taking card to interest the child population of the town.

Does the theatre season begin? Bring out the toy theatres and Punch and Judy into the window. Is there talk in the papers of building depression and housing shortage—display a "village" in the window with your doll houses and little signs "To Let" and "For Sale."

Doll Houses De Luxe

Speaking of doll houses a good many firms which do not make toys as their main line are bringing out some effective little buildings as a side product. One firm in Massachusetts that sells window screens (The American Screen Co., Brookline) has some well built doll houses painted to represent brick that retail for $10.00 two stories) and one with an additional story for $18.00. They send out a simple illustrated folder on request with samples of the wall papers with which the different rooms of the doll houses are papered.

A firm in Providence, Rhode Island which makes Colonial doll furniture (The Roger Williams Toy Co.) also makes doll houses which it advertises in its booklet for households which have not been fortunate enough to have a doll house already handed down from generation to generation. This is an excellent point to stress for the children of today love doll houses as much as the little children in the past and if more households could think of them as heirlooms there would be more sold.

Reproduction of Colonial Furniture

The doll furniture made by this firm is extremely interesting as it is made in actual miniature of Colonial furniture—true in every detail to well known specimens treasured by private collectors or historical societies.

There is the "Mount Vernon Four Poster Bed" and the "Salem Four Poster Bed"; "Priscilla and Hearthside Chairs" and a wagon seat chair with rush seat, Grandfather's clock, Windham mirrors, Great-grandmother's rag rugs, "Piecrust" and "Tip-top" tables and a "Narragansett Cradle" which is a dainty replica of a family cradle now in the museum of the Rhode Island Historical Society.

Some of this doll furniture is being sold to women for jewel cases and more could so be sold if merchants would place it where it could come to the notice of the "smart set." Many fashionable women like such novelties for their dressing tables or as an oddity to give as "favors" at some function. Many so-called favors are so flimsy that they serve only for a moment of fun and must be thrown away, but a bit of toy furniture which is useful and a fascinating miniature of Colonial products could well be pushed to advantage by enterprising merchants.

Suitable pieces for jewel cases are the replicas of Peter Stuyvesant settees, the seat of which lifts up to disclose a jewel box, the little "Lowboy" with four real drawers and the "Gloucester Treasure Chest."

These toys are made in several color schemes, painted red with green decorations, painted yellow with red or black designs, Japanese lacquer (black and gold) and for grown people real mahogany.

Of course with window displays and with selling toys as favors it is the intention to impress adults rather than children but the window displays will do both and when a child's demands and a parent's interest are synonymous it is "lucky" for a merchant but perhaps, after all, "luck" is the result of clever forethought. I wonder!

JOHN E. TRAVERS DEAD.

It will be sad news to the trade and a shock to his friends to hear of the death of John Edward Travers, for about twenty years the southern representative of the Riemann, Seabrey Co.

Taken ill of a sudden and contracting pneumonia, he passed away within a few days. Mr. Travers died at his home, Rutherford, N. J., on December 22nd last at the age of 53, after forty years of honest endeavor. Beginning as an errand boy and office helper at the age of thirteen with the McKee & Harrington Baby Carriage Co., Lyndhurst, N. J., which was then his home town, he started a career which during his entire lifetime associated his name with the wheel goods industry.

His progress was rapid, but due entirely to his own efforts, hard work, and that factor which is most important for one's success, stick-to-it-iveness.

After the reorganization of the company under the name of Lyndhurst Bicycle Co., he was made manager of the Newark store, where he remained until 1900. About that time he made arrangements with the Whitney Reed Chair Co., of Leominster, Mass., now called the Whitney Reed Corporation. He was added to the selling forces of the Riemann, Seabrey Co., exclusive agents for that factory, and represented them in their other lines as well, until his death.

CAST ALUMINUM TOY UTENSILS.

An addition to the Wagner Mfg. Co. line of Sidney, Ohio, has recently been made in the form of cast aluminum cooking utensils, packed in attractive display carton. For some time this company has made this in cast iron, but are now making them in aluminum also. Their cast iron has been made in two finishes, one being polished outside and plain inside, and the other being nickel plated.

They make up three different sets: one of three pieces, skillet, griddle and kettle; one of four pieces, skillet, griddle, kettle and teakettle; and one of five pieces, skillet, griddle, kettle, teakettle and waffle iron. These sets will all be made in cast aluminum as well as in cast iron and look very attractive.

"TUMBLE TOM" IN TOY DEPARTMENT.

"Tumble Tom," a clown, was employed by the S. F. Iszard department store, Elmira, N. Y., to make their toy department popular with the children. The clown made himself at home with the children, helped them operate the mechanical toys and in other ways sought to popularize himself with the youngsters. The Iszard store announced his coming with page advertisements in the newspapers.

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WOMEN SMOKERS IN LONDON

Not Perhaps Toys, But Anyhow Novelties; That's Why We Quote the Following From a London Paper

Among the Christmas gifts for milady this year there is a beautiful array of smoking equipment, which includes pipes studded with jewels, cigar holders in feminine bags for carrying and delicately beribboned containers for the boudoir table. It is further proof that women smokers are going beyond the cigarette and are trespassing on man's penchant for stronger tobacco.

A fashionable Piccadilly shop makes pipes according to the design and pattern submitted by fashionable customers. For many years this firm has kept the secret of Mayfair's women pipe smokers, accepting and filling orders on the quiet, but with smoking such an established fact among women now it is showing its wares openly.

There seem to be many styles of women's pipes, but they generally run toward little briers with squat bowls and thin black stems. Many are jewel studded, highly decorated and neatly carved.

As a rule, women pipe smokers do not use the same tobacco as men, but they can easily buy specially blended mixtures to suit their tastes. A salesman for this particular firm says that many titled women have their own special blend, which is ordered by giving their own name. The same is more or less true of cigars, except that this year there is a bigger demand for them than ever. Women cigar smokers are not new. Some women customers have been buying them for ten years.

BIG WESTERN STORES MAKE CHANGES IN BUYERS.

A. M. Nordland, buyer of toys, house furnishings and luggage for the H. & S. Pogue Co., Cincinnati, has accepted a position as buyer of toys, house furnishings and luggage for the Pettis Dry Goods Co., Indianapolis, Ind., effective January 1. He will be succeeded at the H. & S. Pogue Co. by George A. Booth, of Marshall Field & Co., Chicago.

Charles Hansen, toy, house furnishings and luggage buyer of the Pettis Dry Goods Co., will leave this firm January 1 to accept a position as merchandise manager of Block & Kuhl, Peoria, Ill.

The Exeloid Co. of E. Stroudsburg, Pa., have moved their New York office from 31 Union Square to larger quarters at 890 Broadway, where they will show their full line including many new novelties. Mr. Louis Loewenberg will be in charge.

E. L. Sommers & Co., Inc., formerly of 27 E. Twenty-Second Street, have taken a lease on a large store at 924-926 Broadway where they can show their 1922 line of novelties to a much better advantage. Mr. E. L. Sommers leaves for Europe on the Steamer Orbita, Feb. 17.

Mr. Fred Ullman of Ullman & Nauheim left for Europe Jan. 17 on the George Washington.

The National French Fancy Novelty Co. of Brooklyn will show their famous Fluffy Duplex with their regular line in many of the leading toy houses in New York.

AMERICAN TRADE RELATIONS WITH EUROPE IN 1921 AND IN 1913

Furnished by the Department of Commerce, Washington.

Europe is still our greatest customer and our overseas transactions with the countries of that region during 1921 considerably surpass 1913 figures, says the Department of Commerce in a brief estimate for the year based on eleven months statistics.

The total value of our trade with European countries in 1921 probably approximated $2,380,000,000, as against $1,499,573,363 in 1913. More detailed figures will be issued later but even with the higher value of the dollar our trade was larger than 1913.

The United Kingdom is our best customer in Europe and in fact in the world, while Germany has risen to second place in Europe as a consumer of American goods. Our exports to Germany during 1921 exceeded by about $25,000,000 our exports to that country in 1913. The final 1921 figures for Germany will show an increase in value over 1920. As compared with 1913, American exports to Italy in 1921 also show a great increase.

Imports from Europe to the United States during 1921 were approximately $760,000,000, against $864,666,103 in 1913. American imports from France slightly exceeded in value those of 1913. Imports from the United Kingdom were slightly less than in 1913, while imports from Germany were less than half the prewar figures.

Western European Trade

Imports From—	1913.	Estimated 1921.
Total—Europe	$ 864,666,103	$ 760,000,000
France	138,933,883	142,000,000
Germany	184,211,352	80,000,000
Italy	55,322,304	62,000,000
Netherlands	37,638,809	47,000,000
United Kingdom	271,954,987	234,000,000
Canada	142,127,982	337,000,000
British South Africa	3,066,349	8,000,000
French Africa	785,697	1,400,000
Exports To—		
Total—Europe	1,499,573,363	2,380,000,000
France	153,922,526	225,000,000
Germany	351,930,541	375,000,000
Italy	78,675,043	214,000,000
Netherlands	121,552,038	170,000,000
United Kingdom	590,732,398	940,000,000
Canada	403,191,392	600,000,000
British South Africa	15,986,676	25,000,000
French Africa	2,232,479	13,500,000

The Empire Lithographing and Printing Co. of Baltimore are not afraid of foreign competition on jumping jacks. Commenting on trade for the past year, they say: "It may interest you to know that Made-in-Germany jumping jacks were helpless against our well liked 25c jumping jack clowns, and our 10c action Santa Claus novelty. It is indeed a pleasure for us to report that we have wound up a most successful year. Our prices for 1922 are going to be somewhat lower. This is made possible by materials having gone down in price. A large number of the leading New York jobbers and commission houses have promised to push our line as never before. The retail trade will be supplied with a large elephant display that will draw the children to it like kids on circus day."

In a Wet Climate.

Teacher—"What's the difference between a pint and a quart?"

Son of a Tippler—"A pint is what makes you happy; a quart's what makes you drunk.

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Children as Inventors of Their Own Vehicles

By F. E. SOUTHARD President and General Manager of the Toledo Metal Wheel Co.

Editor's Note.—Although Mr. Southard has been for thirty-five years active head of one of the largest companies manufacturing children's vehicles, and is an outstanding figure in the development of the industry, this is the first article from his pen which has been permitted for publication, and his observations are therefore doubly interesting.

IT is now over a third of a century since I first engaged in the manufacturing and marketing of children's vehicles, and every day of that long period has offered to me additional evidence that there is no other business in the world possessed of such vast potentialities for good to the human race; for physical and mental development such as the ancient Greeks, who above all, worshiped physical perfection, would have applauded.

I believe that it strikes at the heart of most of our national problems, for show me a race of healthy, out-of-door children, and I will show you a future generation of men and women who are eminently qualified to fight their own battles and do their own thinking.

Our factory in Toledo is one of the largest of a group which have made our city famous as the world's center for our industry. While we employ the best talent to be had for designing our product and perfecting mechanical details, we are not at any time unmindful of the advice of certain youthful critics who invade our domain from time to time and sit in stern and uncompromising judgment upon our humble efforts for their edification and enjoyment.

The Kids Offer Good Suggestions Themselves

Years ago, my own children came, with their little friends. Many times children were called in from the street to try out a new velocipede; to give their opinion regarding the lines and coloring of a new automobile or wagon, and some of the most fearless and constructive criticisms have come from children.

As is pretty generally known in the world of toys, we originated the juvenile automobile and built and marketed the first line of these popular vehicles. Through the years that they were being developed and refined, to keep pace with the rapid improvements in the large cars, we kept in close touch with the children; we never lost sight of their opinions and criticisms, and we accepted their suggestions, wherever they were compatible with safety and the laws of health and hygiene.

Not only have childden suggested and criticized, but they have invented certain vehicles outright.

Scooter Invented by a Child

The Scooter, which has been and still is such a wonderful seller (perhaps more popular with boys than girls), is but the outgrowth of a child's invention, a board fastened between two wheels salvaged from an old pair of roller skates. This crude toy was in use by children for some time before we saw its possibilities and so refined and developed it that today it boasts rubber tires on classy disc wheels, and in some cases, roller bearings.

These are designed to carry the child a long way with just a touch of the toe to the pavement, thus saving a vast quantity of shoe leather and anxiety on the part of parents who frowned upon the destructive proclivities of the original toy.

Then there is the coaster wagon, which is also but an outgrowth of the child's peculiar use of his express wagon and his insistence upon riding in the wagon and propelling it with his foot, rather than drawing it by the handle.

Today our Blue Streak Coaster wagon is built with extra strength and endurance and equipped with a very effective brake and all necessary accoutrements for use on hills, etc.

But in our anxiety to please the children, we have never overlooked the parents' side of the question. No vehicle is ever built by us which will in any way endanger a



The young man here shown so proudly driving his "Victory" car, is the oldest grandson of F. E. Southard and his apparent interest suggests him as a representative of the third generation of "Toledo" vehicle builders.

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child's health or safety, and the consequent peace of mind of his elders.

For instance, we found that pneumatic tires were not practical for velocipedes designed for the use of very young children, who cannot be impressed with the danger of punctures and are continually getting into difficulty with this sort of tire.

The solid rubber tire offers everything desirable for a vehicle used by a child of this age, and when he is old enough for a juvenile bicycle equipped with pneumatic tires, he can also be taught something of the precautions and care they require.

Likewise we won the enthusiastic approval of the parents, with our adjustable pedal for juvenile automobiles, which enables the vehicles to grow with the child, and gives it an element of permanence which such an expensive plaything should have, out of deference to father's purse. This, as well as our no-dead center gear construction, are exclusive, patented features to be found only on our line.

We have found that our careful investigations and research along these lines have been amply rewarded by the confidence which has been established for our goods in the mind of the buying public, and the consequent ease with which our dealers make sales.

Just now, the disc wheel, an adaptation from the large automobile, is enjoying unprecedented popularity. We are using it on a number of vehicles, such as automobiles, coaster wagons, scooters, etc., and have developed an extra strong, three-ply steel rim which makes the wheel practically indestructible.

There is never a dull moment in this business; no chance to grow old in spirit or cease to understand the little folks who clamor for new, up-to-the-minute amusement. Above every other consideration in life, we love to build healthful, entertaining vehicles for children.

That's why children love the vehicles we build.

DECLARES 1921 HAS PROVED AMERICAN BUSINESS SOUND

In a New Year's letter to its customers, the Garfield National Bank of New York, after pointing out that if 1920 was a year of collapse, says 1921 has been a year of taking stock of cleaning up the wreckage, of calling in scattered resources and of weighing the favorable and unfavorable factors before putting into execution hastily redrawn plans. The letter continues in part as follows:

"While the damage was great, the situation, as developed by the events of 1921, was not as desperate as the storm clouds of 1920 indicated, and with the clearing of the skies it became apparent that the American business and financial world, while shaken, was inherently sound. The courage and optimism displayed in the early days of 1921 have been amply justified by the substantial progress which has been made by the country as a whole in its efforts to reestablish prosperity, and several features in the business landscape stand out prominently and encouragingly. The country's stock of gold and the strong position of the Federal Reserve system promise ample financial aid to all legitimate business, while the pronounced strength in the security markets is a welcome and dependable sign that general business conditions are likely to improve.

BLOOMINGDALE'S PLAN YEAR-LONG CELEBRATION

A series of sale events throughout the year 1922 will mark the fiftieth anniversary of Bloomingdale Bros., New York. The Golden Anniversary, as this event has been officially designated, is to commemorate the half century of continuous service in the distribution of merchandise by this store, which has, since its founding been in the hands of the same family.

Rather than designate a specific length of time in which special anniversary sales would be featured, the store has decided to make the entire year a continuous stream of special events and special values to the public in appreciation of their past patronage and aid in making the store as successful as it is today.

The usual annual sales of the store will be held, but they will in each case be tied up with the Golden anniversary.

TOY TRADE FOR 1921

"Over a hundred million dollars has been expended for toys by the people of the United States even in this year of economies, 1921. The factory value of toys manufactured in the United States more than trebled when the war cut us off from that former chief source of our toy imports, Germany, and the value of the 'toys and games' turned out by our factories in 1919, the latest census year, is officially stated at $46,000,000 against $14,000,000 in the preceding census year 1914. Meantime the imports of toys which fell from $8,000,000 in the year prior to the war to a little more than $1,000,000 in the year of its close, quickly advanced to $6,000,000 in 1920 and $10,000,000 in 1921, so that the imports of toys in the fiscal year 1921 were actually greater in value than in any year preceding the war."—Trade Record of The National City Bank of New York.

1921 BEST YEAR FOR WOOLWORTH & CO.

F. W. Woolworth & Co. business for 1921 will approximate $147,500,000, a new high record, and about $6,000,000 over the total for 1920, which was $140,910,267, which in its turn was the previous high record. Sales during December, it is said, will be around $24,000,000, against $19,378,184 last year for the same month. This December's business will be the largest single month's total in the history of the company.

Holiday sales also are reported as the largest yet recorded for the company. Business for the day before Christmas this year was $2,198,005, as against $1,898,844 for December 24, 1920, and $1,645,021 for the same day in December, 1919. For the seven business days preceding Christmas sales averaged $1,580,000 a day, a total of $11,049,790. The daily average for the same period last year was $1,430,000, totaling $10,029,110.

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SCHOENHUT CO. FIFTY YEARS OLD

Famous Toy Firm of Philadelphia Is Celebrating Its Golden Anniversay This Year—Has a Consistent Record of Progress

The A. Schoenhut Co. of Philadelphia are celebrating their fiftieth anniversay in the toy business this year. This takes the imagination back to the year 1872 and we must acknowledge, from our own experience, that it seems a long time ago. The toys of those days were far different than they are now and the American toy industry was indeed an infant. But the founder of the business, the late Albert Schoenhut, was a toy man by nature and training, and he started a business that has persisted in growing and expanding each year with the virility of the "sturdy oak." Within the half century the Schoenhut toys have become household words and their influence for good has been beyond estimate.

In referring to the anniversary, Mr. A. F. Schoenhut, president, modestly states that they "will enter this year with fresh vigor and strength to produce goods, even better than ever before, if that is possible, and give prompt and careful attention to every individual order received."

This is a case where actions speak louder than words. The record of the company speaks eloquently upon this memorable anniversary.

It is noteworthy that the Schoenhuts have brought forward on the eve of their golden anniversary a new game which is sensational in many ways. This is the game of Indoor Golf referred to in our last issue. It embodies all the exciting features of golf and while it appeals primarily to the real golfer will attract thousands of non-golfers and larger children.

The experimental sale made with Indoor Golf in Philadelphia and New York in three weeks of December was a phenomenal success, the result being that the following sales were made by these local stores:

The leading sporting goods stores sold over $12,000 worth
The department stores sold over..... 10,000 worth
One single store in New York sold over... 4,000 worth
Other stores sold over..... 6,000 worth

These results were most gratifying and will give an idea what business can be done with Indoor Golf, and how important it is that every dealer immediately secure samples and prices, and place his order with as little delay as possible.

FINE TOY DISPLAY IN CANADIAN STORE.

We are pleased to show herewith an illustration of a toy display by Millar & Coe, Ltd., of Vancouver, Canada. We have had the privilege in former issues to illustrate the attractive displays of this firm. This particular window is especially interesting as it shows the display possibilities of some of our best American toys—viz., those made by the A. Schoenhut Co., who are celebrating their 50th anniversary this year.



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Enterprising Display of Trains at Omaha

The illustration shows the attractive display of trains made by Mr. Carter of the Brandeis Store, Omaha, Neb. In order to attract attention to his train counter Mr. Carter went out into the railroad yards and was able to borrow the danger signal which is shown in the foreground. This ran continuously and the arm wigwagged back and forth, thus effectually drawing attention to his train counter. Mr. Carter is shown in the center of the picture, Mr. Roy Mack of the American Flyer Mfg. Co. at Mr. Carter's left and the American Flyer demonstrator at Mr. Carter's right.

It was impossible to show the entire train counter owing to the limitation of space, but this continued down on both sides of the center display. Needless to say, the display was very effective in producing sales.

JOHN D. ROCKEFELLER PLAYS "NUMERICA" EVERY DAY

It is interesting to note that John D. Rockefeller every day plays Numerica, one of the famous Parker Games. He thinks it a great relaxation and believes that it will help him live to a ripe old age. Numerica is one of the many well-known games manufactured by the firm of Parker Brothers, Inc. It is a most novel and interesting game, and although primarily intended for grown-ups, it may be enjoyed as well by a child of eight years. The New York World recently had an article on Numerica and how to play it. This absorbing game will be sure to delight all who play it.

On January 1st E. C. Stearns & Co., Syracuse, N. Y., established a New York office at No. 150-152 Chambers St., in charge of Thomas A. Troy, sales-manager. Mr. Troy has been associated with the hardware trade for the past twenty-five years, receiving his early education in the hardware business while employed by Messrs. Wiebusch & Hilger, of New York, with whom he was employed for a period of approximately fifteen years. He has also been acting as manufacturers' representative for the past ten years, as New York sales-manager, and is very well and favorably known in the hardware trade, among whom he has a great many friends.

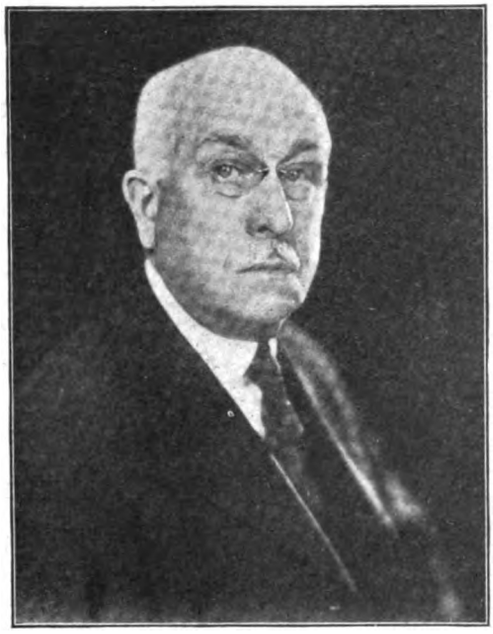
Mr. Doremus, of the I. W. Doremus Co., will devote his time and efforts to the Bang Bird Game, kites and specialties owned by him. He will also sell imported toys for the Lincoln Importing Co.

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PARKER BROTHERS' NEW LINE.

Messrs. Parker Brothers (Inc.) have on display at their permanent salesrooms in the Flatiron Building, New York, their new 1922 line of games. Many original and unique items appear this year among the well-known and famous Parker games, comprising such new members as Whirlpool, Cow's in the Corn, Whirlpool Fishing, Miniature Quoits, a new Toy Town series, Merry Go Round Hunting, and a large variety of others. All the old favorites: Rook, Pit, Pollyanna, Ping-Pong, Halma, Sunny Monday, Baking Sets, etc., and such newer numbers as Polly Pickles, the Wonderful Games of Oz, Brer Rabbit, Little Red Bushy Tail, East is East, Nodding Nancy, Billy Goat Party, Sambo Five Pine and Dutch Ten Pins are in the large and variegated line, and offer the buyer an opportunity for a large choice.

All are cordially invited to look the line over at the salesrooms in the Flatiron Building which have been greatly enlarged by the addition of an adjoining suite of offices, and now afford a magnificent display in a delightfully interesting place. During the Toy Fair, Daniel A. Hegeman will be in charge, and with him will be Clarence D. Brokaw, Sidney W. Knight, and several others.



Daniel A. Hegeman

A WHIRL OF COLORS.

Motion and color are the two outstanding features in a clever little push toy put out by the Color Whirler Novelty Mfg. Co., 916 North Kedvale avenue, Chicago. It is made of wood and steel so arranged that discs of bright colored celluloid whirl rapidly when the toy is pushed. It is new and attractive and is an article which can also be used as a premium, advertisement or carnival souvenir.

OWEENEE LINE FOR 1922

A large line of Terry cloth dolls and animals is being offered by the Oweenee Novelty Co., Inc., whose factory is in Brooklyn. An assortment, representative of the entire line made up of 36 different items is quoted at $15. There are appropriate Easter numbers, consisting of 12 rabbits of different sizes and positions, as well as chickens and ducks in various sizes. These also come in the form of crying toys.

One of the features of the Oweenee line is that all glass eyes used are "locked" on the inside before the item is stuffed, so they can't be pulled out. Each character manufactured is stuffed with the finest kapok obtainable, making it a soft, but firm infant's plaything, as well as a floating toy.

RUNDLE COMPANY BUYS LARGE FACTORY

The Rundle Mfg. Co., has recently purchased a large factory building at Fremont, Ohio, and is now in a position to produce their line of children's vehicles under the most favorable manufacturing conditions. The machinery from the factory in Columbus has been moved to Fremont. Mr. Rundle and family are now living in the latter city.

The officers of the company are: C. J. Miller, president; A. H. Gordan, vice president; George H. Engler, secretary; George W. Rundle treasurer and general manager.

A representative of Toys & Novelties visited the factory and was much impressed with the size and the possibility of a great volume being turned out here.

The Treadle Horse as illustrated is an especially good item for amusing the child and keeping it satisfied in one place in the home. The child sits on the back of the horse and pushes itself forward and back by means of the treadle.

The color schemes are indeed beautiful.

Another new toy is the Walk-O-Bike, which is a little child's vehicle carrying several improvements, so Mr. Rundle says.

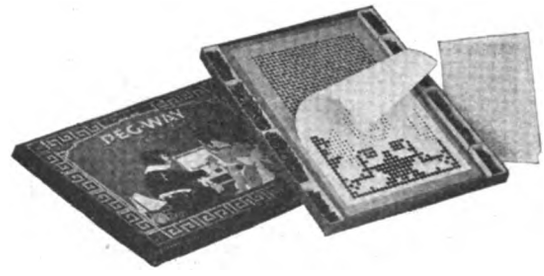
A new Shoo-fly is offered, different from anything on the market, according to Mr. Rundle. This item is made in three styles. In one of them the child sits in a car made to represent a duck. It puts its feet on a foot rest and moves itself back and forth instead of rocking itself. As stated by the inventor, this makes for greater safety, and is easier to operate than the old time Shoo-fly. The vehicle is run on an iron rod which makes for a free and easy motion.

In addition to these wood items, Mr. Rundle will produce velocipedes and his regular line of coaster wagons and automobiles similar to what he made in Columbus, Ohio.

NEW "PEG-WAY" GAMES

The Herbert Specialty Mfg. Co., Chicago, a subsidiary of the Barret Bindery Co., leaders for sixty years in the manufacture of loose-leaf appliances, has for the past year been practically inactive. The well equipped plant, with its powerful machinery, is again humming, and toy and novelty dealers throughout the country are taking an active interest in the new games which this company is producing.

One of these is the "Coo-Coo" game, described elsewhere in this issue. Another is the "Peg-Way" design and picture builder for children. It comes in three sizes, artistically boxed, and meets all the requirements of a successful, instructive game. It



is, in effect, a board, the entire surface of which is perforated with small round holes. Flat headed metal pegs, enameled in various colors, are supplied, as well as a design sheet giving an idea of the possibilities of the game.

The child of three or four years will derive great pleasure from placing the bright pegs in the board, regardless of the pictured effect, while the older child will work happily reproducing pictures from books, objects about the room, numerals and letters, etc.

The "Peg-Way" line of games, including several new items soon to be introduced, is handled exclusively in the United States and Canada by the Irvin-Smith Co., Chicago.

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NEW LINE OF DRAWING AND PAINTING BOOKS.

The Ullman Manufacturing Co. is putting on the market an entirely new line of drawing and painting books. The method of printing these books is something entirely new. In place of the outline drawings which have hitherto been used in books of this character, these books are printed with the full details of the pictures, showing all of the shading, etc.

The original drawings from which the pictures are reproduced cost thousands of dollars and were it not for the fact that this firm has been in the art publishing business for many years and that these subjects which are copyrighted were used for their art publications, they could not succeed in producing books of this character and put them on the market at a reasonable price. The printing is done in the photogravure process, something which has never been used in making drawing and painting books. The covers are very attractive, being printed in full colors and represent some of the same objects that are in the inside of the book, so that the "young artist" can use them as a guide when painting the picture. We predict an enormous sale on them.

The following titles are now ready:

"Playmates," "In Holland," "Happy Day," "Little Sports."

In addition they are producing a cheaper line in a smaller size, the titles of which are:

"Peter Rabbit," "Young Artist," "Young American," "Merry Moments." They are also very attractive.

These books will be sold in connection with their coloring outfits, or separately if the trade desire them.

A MODERN ALLY OF THE TOY INDUSTRY.

The toy industry and the John Thomson Press & Manufacturing Company are not new acquaintances; but the alliance is relatively a modern one. The application of cutting and creasing presses, also "Colts Armory" and Laureate printing presses, to the manufacture of toys and novelties, becomes more important when taking into consideration the ever increasing number of articles made from paper, cardboard, wood, leather, and celluloid, which are already being printed and die-cut into various forms, such as dolls, games, animals, soldiers, etc. Among the contingent advantages of this system is that parts are formed with greater accuracy; and contours can often be readily produced which would otherwise be difficult or even impracticable of realization.

Scores of toy manufacturers are using these presses, thereby replacing hand-labor, jig-saws, band-cutters, and expensive solid dies; which prohibit quantity production at low cost. Hand coloring, when the quantity is not sufficient to justify the expense of lithograph stones, can be dispensed with where "Colts Armory" printing presses are installed.

Costly experiments, with articles which may not prove as promising as anticipated, can be eliminated or largely diminished by the toy producer who has his own printing equipment.

In recent years, the firm has had a growing demand for presses for unusual purposes; thus if *you* will look over your work, some antiquated methods may be found which they can bring up-to-date, thereby making your output more profitable.

The advertisement in this issue illustrates the Cutting and Creasing Presses above mentioned.

An ingenious device designed to eliminate danger to small children is being put out by the Kiddie-Klask Mfg. Co., of Kansas City, Mo. It can be used by the mother when taking the child out for a walk, or for use on high chair or baby buggy. It is put on over the clothing in a moment and a snap fastener holds baby securely. It is different from the ordinary clumsy harness affairs being light in weight and very neat in appearance. It is adjustable for children from four months to five years old.

IRVIN SMITH BRINGS OUT NEW SUCCESS.

Wild? Worse! "Coo-Coo!"

That is the way people act—grownups as well as children—when the play "Coo-Coo," the newest rage in the line of games. It is a game that "gets 'em going"—"the life of the party." No home, church or lodge gathering is ever dull where "Coo-Coo" is played. Any number may play—two or a hundred.

This new game is built on the punch-board style. It is made of eight sheets of binder board firmly glued together, cut 3x4⅝x½ inch thick, covered on the upper side with a sheet of smooth goldenrod cardboard, with the name brought out in white lettering. There are 100 punched holes, forming a square, through which is seen a sheet of blue tissue.

The board is placed on a table in the center of a room. Each player in turn must walk to the table and punch out of any



hole he chooses one of the little slips of paper found therein. The player must then do whateber the slip of paper instructs. If he is not willing to follow the instruction punched out, he is "Coo-Coo." After all have taken a turn and have done the stunt called for, all Coo-Coos must stand together in the center of the circle of players. The others will then select one of the slips already drawn and all of the Coo-Coos must do this stunt together and at the same time. The game can be repeated as many times as desired until the slips are all gone. There are enough for several parties.

When you consider the nature of the stunts imposed, it will be realized why this game produces so much laughter. One of these reads, "Pretend that you are a poached egg looking for a piece of toast." Another reads, "Imitate an old lady with her teeth out talking to a little boy," etc.

The board is put up in an individual box or carton, finished with attractice label.

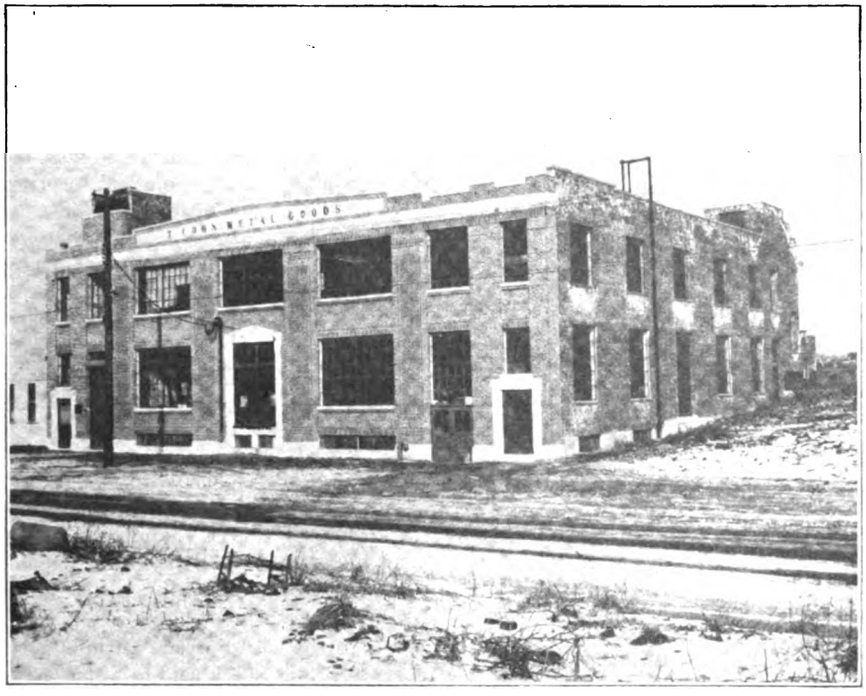
There are at present four different series in these boards, thus providing an entire change for each party or gathering. One dozen each of the No. 1 and No. 2 series are put up in a carton, including an attractive display cut-out holding one of the boards.

The retail price of each game is 50 cents. Irvin-Smith Co. are the sole distributors.

Mr. Glantz: We Beg Your Pardon

We regret that in the advertisement of the New York Made Toy Company, which appeared in our December issue, the name of the proprietor, Mr. M. Glantz, was misspelled. The mutilation of a man's proper name is one of the worst typographical crimes that can be committed. However, this error does not in any way invalidate the very great value of the line of Mister Rabbits and stuffed animals which this firm now has ready for the trade.

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A New Building for the Production of American Toys

We are pleased to illustrate herewith the new building of T. Cohn at 745 65th Street, Brooklyn, New York. He will have in these new quarters 27,000 square feet of floor space for the manufacture of sand pails, tambourines, metal drums, etc. This is certainly very clear evidence that the goods made by this firm have established a market for themselves.

The Reisman Barron Co., New York City, has installed a new hot press plant to make wood fiber composition dolls. The firm is not decreasing its working force but expects to retain the same number as last year. They are adding new numbers to their doll line, including walking dolls and soft body dolls. The line of dolls includes thirty numbers ranging in size from 11 inches to 30 inches. Every part of their dolls is made in their own factory—wigs, heads, bodies, etc., and they also make a line of fancy dresses.

Some cheering news is offered the toy buyer by the announcement that Charles E. Graham & Co., of Newark, N. J., has made a substantial reduction in prices on their entire line. They have six new titles on their Uncle Wiggily series of books, and 12 titles of children's classics in a new style of binding. Their attractive line will be on display at the Hotel Breslin during the Toy Fair.

The old saying "there is nothing new under the sun," seems to be disproved in the new things which the Statler Mfg. Company, Inc., of Baltimore, Md., are offering the trade. They have new lines of painting sets, golf sets, drawing sets, new games, toy tents, etc., which are very attractive. Their line will be on display at the Hotel Imperial, the exhibit being in charge of Mr. Louis Goldie. The growth of this concern during 1921 has been phenomenal, their line having increased over three hundred per cent over last year.

POGO JUMPING WEARING ICE SKATES IS NEWEST FAD

Miss Helen Carr, one of the champion ice skaters appearing at the New York Hippodrome, is seen showing her friends, also expert ice skaters, to Pogo jump on ice with her skates on. Photo shows, left to right, Al. Bach, Junior National Champion; Miss Helen Carr and Peggy Dickson.



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NEW LINES FOR REIMAN, SEABREY CO.

The Riemann, Seabrey Co. announces the addition to its list of factories, whose lines it exclusively represents, of the Atascadero Doll & Toy Factory, Inc., San Francisco, Calif., manufacturers of "Twistums," "Tabl-Golf," "Takalooks," and Ring Tennis, which you will find advertised in the pages of Toys & Novelties. A. C. Edwards, who has been sales manager for this factory, has joined the selling force of the Riemann, Seabrey Co., by virtue of the turnover of the selling end to this organization, and Mr. Edwards will represent, as well, the other lines carried by it.

"Twistums" are non-breakable, wooden animals, gayly colored, which can be twisted into any position desired. Youngsters can have barrels of fun twisting "Twistums" into any posture and making them do acrobatic stunts. They are made in a variety of six, the pig, bull dog, cat, bear, rabbit, and wolf, comprising "The Happy Twistum Family." Twistums cover the Mascot field and special numbers are made for universities, clubs, and societies, and are covered by exclusive patents.

"Tabl-Golf" is a toy game and a practical game combined. The youngster can now challenge dad to a game of golf and cannot be refused on account of its being too strenuous. It is a game producing skill in putting, and for the price of $5.00, for which it retails, it affords plenty of entertainment for both young and old. It can also be played on the floor.

The "Takalook" is a movie-film device which has been on the market for eight months and is, therefore, not new to the trade. It has proven to be one of the best convalescent toys and it is showing up splendidly as a repeat article at the retail price of 75c with fifty photos. It can also be turned into a Magic Lantern by means of a simple attachment.

Ring Tennis is a revival of a Roman Olympic game. Each player holds a foil. One player tosses off a ring from the end of his foil and it is caught by the opponent on the end of his. The game may be played with two or more players, and can be indulged in lightly and gracefully by women and children, or with speed and forcefulness as an athletic sport. Ring Tennis also retails for 75 cents.

In the near future the factory will bring out a Duck-Me Doll, which is a tub toy for kiddies, affording unceasing fun. The doll's features are really beautiful. It will retail for $1.00.

Another toy mascot near completion is the Shrine Camel, which is slated to entertain at the National Meeting of the Mystic Shriners at San Francisco in June. It is designed so that the camel can be twisted into any shape, having two more movable parts that the rest of the Twistums, and it is estimated that it will supersede anything brought out heretofore in the way of popularity.

The Atascadero Doll & Toy Factory, Inc., is contemplating stocking their line in New York, so that quotations can be made f.o.b. N. Y.

Grandpa Likes to Play With It, Too

"Willie, what are you doing?"

"Nuthin."

"Why I thought you were making pictures with your new 'Many Marks' set."

"Well, mother, I was, but grandpa wanted to play with it and I had to let him have it."

The C. W. Allen Company say that is the kind of a plaything "Many Marks" is. It is their newest pastime, and on the market this year for the first time. A dot, four curves and a line comprise the Marks. These with some bright colored crayons and pages of designs to copy make a fascinating entertainment. This is only one of many interesting things that the C. W. Allen Company are getting out this year.

Louis Levy of B. Illfelder & Co., New York, recently returned from an extended buying trip in Europe. He was assisted in his purchases by Paul Weghorn.

NEW MEMBERS IN CHILDREN'S VEHICLES

A number of new and sure to be popular models of children's automobiles have been added to the Cleveland line of children's vehicles. The manufacturers of this line of wheel goods promise the trade some real surprises in their line, some of which are self-starters, gas controls, gas tanks, gear shifts, disc wheels, etc., on automobiles. They are also showing some new designs in plain and ballbearing velocipedes.



Phillip J. Gibbons.

Having practically eliminated castings, replacing them with strong steel stampings, they have reduced the number of small parts to a minimum.

Special attention has been paid to fitting every vehicle to the little users, insuring the greatest pleasure and exercise with the least exertion. The entire line, which includes in addition to children's automobiles and boys' velocipedes, toy garden barrows, girls' tricycles, boys' hand cars and steel express and coaster wagons will be finished in bright, snappy and attractive color varnishes and enamels. Samples are now on display at the New York sales rooms, Messrs. A. S. Ferguson & Company, 48-52 East 21st Street.

During the Toy Fair, in addition to their New York sales representative, this company will be represented by Phillip J. Gibbons, direct from the factory. Mr. Gibbons has been associated with this company for twenty years and has had a wide experience both in the manufacture and marketing of their products. His tip to the trade is, "Be in position to fill the wants of your patrons with 'Built for Service' Children's Vehicles."

New Base Ball Game.

A clever base ball game, called "Pokomo" base ball game, manufactured by Wade-Clark Co., of Rochester, N. Y., and which made its initial appearance shortly before the holidays, will be exhibited at the Imperial Hotel during the New York Toy Show. The game is about two feet square, made entirely of wood and metal and is attractively lithographed in three colors. All springs are made of music wire and from all indications, it is a game that is practically indestructible.

It completely outsold the expectations of the manufacturers and necessitated their having a day and night force to keep up with orders. One department store sold 300 of them in four weeks, which indicated the popularity the game must have created for the short time it has been on the market.

H. C. Frederici, of Whitlock Avenue at 156th Street, is their present New York representative. One of the things that appeals to the base ball fair is the short time required to play a full nine inning game with plenty of action throughout the entire game.

Mr. Langfelder, of Langfelder, Homma & Hayward, New York City, who is making an extended business trip through Canada, reports that business is very good throughout the Canadian territory.

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E. E. BESSER CO. TO MOVE TO OWN BUILDING.

The Edwin E. Besser Co., Inc., of New York, are springing one of the surprises of the new year. No less than a three-story building in the heart of the toy district will be required to house the Besser lines after February 1. The Besser Building will be at 35 East 19th street and a very large line of domestic and imported goods will be shown there.

This move to larger quarters is the result of a surprisingly rapid growth by this young commission and import house. The firm started at 41 Union Square, West, in 1919, with a dozen lines. They now carry lines from over 200 factories. Of course the firm has had the benefit of the large acquaintance of Mr. E. E. Besser with the toy trade. When one considers that Mr. Besser has been in the toy business for 35 years and is very well known both in America and abroad, it is not so surprising that the Besser Building has become a necessity. His many friends will most heartily congratulate Mr. Besser upon his success and will be glad to call at the new home when in New York.

EMPIRE APPLIANCES NEW HOME.

Due to purchasing the manufacturing rights and equipment of the Elektro merchandise, the Empire Transformer Co. is now located in their new factory at 2000 Southport Ave., Chicago. This gives them 100 per cent more floor area with a daylight factory properly equipped with all modern machinery and appliances.

In addition to the Elektro items, they have acquired the exclusive manufacturing and sales rights of the electric toy steam engine which was the property of D. C. Hughes. This engine is built in both the horizontal and vertical type.



William Sickinger.

William Sickinger, vice president of the company, has associated with him some of the best talent in the electrical field and their objective in producing every appliance is "Satisfaction to the consumer." Much attention is being given to the shipping containers of every item—particularly the electric toys which include the miniature range that actually cooks and bakes and the electrically heated steam engine that really performs.

M. SWEYD MOVES SAN FRANCISCO OFFICE.

We are in receipt of an announcement from M. Sweyd, manufacturers' representative in San Francisco, that on Jan. 1 he moved his offices to the Furniture Exhibit, 180 New Montgomery Street. Mr. Sweyd was for several years the New York manager for the Ives Corporation. He is now representing several well known toy lines in San Francisco.

CHARLES PROTZ OPENS TINSEL FACTORY IN CANADA

Charles F. Protz, until Dec. 31, 1921, connected with his brother, William C. Protz, known as the National Toy & Tinsel Mfg. Co., Manitowoc, Wis., is in Toronto opening a factory known as the Tinsel Mfg. Co., Toronto, and will manufacture for the Canadian trade a line of tinsel garlands and ornaments, also Christmas wreaths and decorations. Canadian users of this class of goods will be able to save considerable money by buying direct in Toronto. Charles Protz has had ten years experience manufacturing this line and the trade is assured of good quality. The New York office of the National Toy & Tinsel Mfg. Co. at Suite No. 445 Fifth Ave. building, will also show the Canadian line, which will enable Canadian buyers to drop in at any time to make their purchases.

TURNER TOYS FOR 1922

"Pop" Roehm, one of the old timers of the American toy salesmen, and sales manager for the John C. Turner Co. of Dayton, Ohio, says that his company has some surprises to spring at the Toy Fair in February. His company has felt that American manufacturers must face conditions and produce new and better toys and at a lower price to compete with foreign goods. Therefore they will offer this year ten to fifteen new numbers to retail at from 25c to $2.50. These will consist of locomotives, fire departments, autos, sedans, boats, airplanes, etc. Even their 25c line will have the Turner Inertia Wheel Drive as the mode of propulsion. Also they will offer garages, depots, engine houses, filling stations, traffic accessories of metal attractively finished in lithograph.

The new prices to be announced in February will be much less than the prices which were in force in 1921. By a trade arrangement, all buyers will be protected against any price decline.

"Pop's" letters and personal conversation all breathe optimism for the coming year 1922.

HAPPY NEW YEAR FROM THE "MAJOR"

Major Brueninghausen, president of Riemann, Seabrey Co., in offering to TOYS AND NOVELTIES his best wishes for 1922, gives expression to the following reflections: "I wish you a Happy New Year—a New Year of health, prosperity and happiness. But, as I have so often suggested, in order to secure this prosperity and the happiness resulting from it, we must have solidarity.

"I would recall to your mind an old story. Once upon a time, you know, there existed political and social conditions somewhat similar to the misunderstanding and unrest of today. But a wise man, fortunately, sought to adjust the trouble. He reasoned with the people, and they considered his advice and realized its wisdom. He said in effect that the state and the people are one, one body—the head the officials, the executives to direct the rest of the body to work, to carry the directions into effect. Each member is useless without the other, each depends upon the other—for what could the head do without the body, or the body without the head, consequently all are necessary, equally important.

"Now, my application of this story is that a business is one body—our interests are one. Let us make them one. So shall we have a successful and Happy New Year."

REES DAVIS CO. WILL BRING OUT NEW DOLLS

The Rees Davis Toy Co., Chicago, report that their 1922 line is almost ready for the market and they expect to display same at the New York Toy Fair at the Hotel Imperial. In addition to the popular numbers of last year they will have about one dozen new numbers, and they express the belief that the attractiveness of these numbers will be a pleasant surprise even to those who already know the great ability of Miss Rees Davis in the designing line.

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LONG IDENTIFIED WITH JUVENILE VEHICLES

Linked inseparably with the progress of the juvenile vehicle industry is the name of Fred Hamel, who for thirty years has made this work his life study. He began his career under his uncle, Peter Gendron, inventor of the wire wheel and founder of The Gendron Wheel Company, Toledo, Ohio. During a number of years spent in a variety of manufacturing industries, he has gained new views in quantity production, progressive assembly, precision work and color harmony.



Fred Hamel.

All this experience is now being applied by Mr. Hamel in the manufacture of the Gendron line of juvenile vehicles. As director of the general factory activities in the automobile department, he has developed the juvenile car to a point of close imitation of the actual automobile.

In the new Gendron models a decided departure has been made from the usual grotesque and gawky imitation of the actual automobile. The new cars are simple, light weight, easy running, comfortable and durable and of "real car" design. The hoods are modeled after Packards, Coles, Buicks, Cadillacs, Oldsmobiles and the like. They have fenders, horns, motormeters, lights—some models have imitation motors.

In all departments The Gendron Wheel Company is particularly favored by having experienced employees. The majority of the foremen and superintendents, as well as workmen, in their factory have been with Gendron for many years, some of them 25 and 30 years, and others have been engaged in their respective line of work practically all their lives.

It is those kind of employes that make up a factory organization that is able to produce high grade merchandise, built mechanically correct, with the highest type of workmanship—with new designs and up-to-date improvements.

PAPER SCULPTURE

Paper Sculpture was invented and patented by Frueh—the well known cartoonist of the New York World. By simple cutting and folding of the paper, without paste or glue he has succeeded in making animals which are truly remarkable.

There are sixteen different animal designs in these boxes—



animals which will surely gladden the hearts of all children. There are three different sizes, retailing at $.50, $1.00, and $2.00 respectively. The size illustrated above is the $.50 size.

This article is manufactured and distributed solely by the Ullman Manufacturing Co., New York.

IRVIN SMITH CO. NOW AMERICAN AGENTS FOR LARGE EUROPEAN HOUSE

The Irvin-Smith Company, whose sensational success with the Cootie Game is well known to all, have surprised their friends by another spectacular development in their business. Upon Mr. Irvin's recent arrival from Europe, where he has been looking over the markets, he announces that the firm has made arrangements to represent one of the largest toy firms in Germany, namely Gutmann & Schffnie, Nuremberg and Berlin. The Irvin-Smith Company will be the exclusive agents in the United States, Canada, Mexico and South America for this large German house, which controls scores of factories in the toy district in Germany. Beginning February 1st the Irvin-Smith Company will open a large office and sample rooms in New York at 16 East 18th street, where they will have three floors devoted to the display of toys and fancy goods. Mr. Irvin will take charge of the New York office and Mr. Smith will remain in Chicago to look after the business here.

For the accommodation of American buyers who go to Germany to place orders, the Irvin-Smith Company will have a large office at Nuremberg where they will take import orders for Gutmann & Schffnie. Mr. Irvin reports that the Cootie Games which have had such a wide sale in America will be manufactured in Germany for the trade of Continental Europe and South America. This will be a sort of "American invasion" and Cooties will undoubtedly swarm from the Baltic regions to the coral strands of Italy. Mr. Irvin reports some interesting observations of conditions in Germany, stating that most factories are filled up with orders. On some lines they are booked up for twelve months ahead. He also found that many goods could be bought in the retail stores cheaper than they could at the factories; the stores not having advanced their prices to meet the rising market in raw material. Deliveries from Germany he reports as exceptionally fast, forty-five days having seen goods packed in Germany and unloaded in Chicago.

INCREASES AT MOHICAN PLANT

An increase of production capacity of more than 33 per cent will be in effect early in 1922 at the plant of the Mohican Rubber Company of Ashland, Ohio, according to a statement from this concern. They are adding the following equipment: Five dipping machines, four 350 gallon cement mixers, a conveyor system, an improved cure machine and a giant compressor. In addition to this they are making other changes in the factory which will increase the efficiency.

They report addition of new envelope assortments and a 25-cent retailer box assortment of balloons. They are issuing a new descriptive catalogue and price list January 1st.

NEW ITEMS OF MICHIGAN WIRE GOODS CO.

The Michigan Wire Goods Co. famous for their doll beds, advise us that they have added to their line two heavy iron beds either of which will hold up 150 pounds, and are perfectly safe for any little girl to sit on while undressing her dolly for putting it to bed. They have also changed the trimming on the double rail line, making same with dotted and barred mull curtains and spreads. Throughout they have made the entire line much better, if such is possible. The Reddick folding wire cradles will also be a prominent part of their display at the toy fairs this season.

NEW BUYERS FOR THE FAIR STORE

E. O. Hutchinson succeeds J. H. Hahn as buyer for The Fair Store Co., Cincinnati, Ohio, house furnishing goods department. E. Butler succeeds J. H. Hahn as buyer for the china and toy department. J. H. Hahn succeeds H. D. Wall as general manager, and S. W. MacLachlan succeeds H. D. Wall as merchandise manager.

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JUVENILE FIRE FIGHTING VEHICLES MAKE A HIT

Did you ever see a youngster who was not thrilled at the sound of the fire gong, and the sight of the hook and ladder clanging down the street? Neither did the American-National Company, who have put on the market a complete line of juvenile motor vehicles for fire fighting. The hook and ladder, illustrated, is one of the most popular of the vehicles and has a sure appeal



to the child imagination. Equipped with detachable and extension ladders, hose reels, clanging bells, horns, lanterns, and like paraphernalia, the entire line meets with an instant response from the kiddies.

Wm. L. Diemer, president of the American-National Company, explains the success of these juvenile motorized fire departments. Mr. Diemer says, "It is no wonder that the juvenile vehicles duplicating the motorized hook and ladder, hose cart, etc., fascinate the little folks, for fire department equipment captures the fancy even of the grown-ups. The production of this line, as of the regular line manufactured by the American-National Company, is just a part of our program in helping the mothers and fathers of 'Young America' to 'raise the kiddies on wheels,' and has gained the favor of parents, dealers, and youngsters, alike."

ZAIDEN'S NEW LINE

In bringing out his new line of mechanical dolls, David Zaiden, head of the Zaiden Toy Works of Newark, New Jersey, has proven himself a genius. His new line consists of 15 numbers, each and every one a miniature reproduction of the different characters they represent. Among the characters are the Nurse Girl, who is rocking a baby to sleep in a motherly fashion; Salvation Nell, with her tambourine collecting funds; the Dancing Girl, who has a double movement; and many others. We could go on describing his new line but the only way one can appreciate his dolls is to see them in action. When it comes to costumes, Zaiden's are in a class by themselves.



David Zaiden.

Mr. Zaiden is the inventor of the famous Hula and Shimmie Dolls that created a sensation and are still going strong.

Mr. Davis, of the Original Toy and Novelty Co., informs us that his new line of stuffed animals will consist of over 200 numbers, including many novelties. The line is made of short, long and fluffy plush. Some are mounted on wheels while others have voices. One of the new numbers is a bear made of fluffy plush and has a growling voice. Their only display will be at their factory show rooms, 522 Dumont Avenue, Brooklyn.

BIG DISPLAYS AT HITZ-JACOBS.'

Among the many noteworthy features of the New York Show, and the indications seem to indicate a record breaking attendance, both of visitors and exhibitors, there is one that will not be in the fair building at all. It will be the independent show arranged in their own building on 16th Street, by Hitz, Jacobs & Kassler.

The writer has watched the growth of this firm to the condition, from the point of view of magnitude of operations in Import and Domestic Toys, of being well up among the leaders; and to the exclusive occupancy of an eight-story building and offices here and abroad.

The floors of the Hitz, Jacobs & Kassler building are devoted exclusively to import and domestic toys. On the store floor is the import toy section with its display of import toys that is almost bewildering in its profusion. Here are import toys of all kinds, all sizes and all prices—from the smallest and most simple to the largest and most complex. One wall of this room is lined with electrically lighted glass showcases and contains the display of dolls—an exhibit in itself. There are toys from France, from Germany:—toys from every European market are represented here.

Every sample on the floor of the import section has been personally selected by Mr. Kassler, who is the toy buying member of the firm. Every sample has been subjected to a double test. First—has it those inherent qualities which make it readily salable?—a question that is uppermost in the mind of every successful toy buyer. Second—is the price asked for it well represented by workmanship, materials, finish, etc.? That is, is it the kind of merchandise which will build good will? How strongly this policy of constantly keeping the retailer in mind has been enforced is clearly demonstrated by the individual items shown.

It must not be assumed that Hitz, Jacobs & Kassler are strong in import alone. Their domestic business runs into a larger volume perhaps than their imports. The entire third floor of the Hitz, Jacobs & Kassler building is given over to domestic lines. This display is distinctive in that only well established lines are shown. Domestic toys that have acquired a reputation for consistent sales qualities and that possess those other elements in addition to salability which all good merchandise should possess are completely represented here.

JOHN HUGO COMPANY EXPANDS

The John Hugo Mfg. Co. of New Haven, Conn., have had a very successful year and are extremely busy at the present time, filling orders and making plans for the future. They are moving to a new factory where they will have ten times as much space as they had in their former quarters.

Their Ducky Lucky is a great Easter item and is meeting with fine success. This is a mechanical duck that will waddle on land, true to life and if placed in water will swim just as natural. It will walk about 25 feet with 1 winding and will swim from 10 to 15 minutes in 1 winding and if angle is right it will walk from land into the water and swim off, vice versa, it will swim to land and walk off. This is a real new toy.

Radio Rex is one of their prize winners. This is a patented sound operated toy and consists of a dog and dog kennel. On placing the dog in the kennel and calling the same he will dash out without any visible connection between the person and the kennel. This is an interesting scientific toy, operated by sound waves. The firm has exclusive manufacturing and selling rights under Christian Berger's Patents of March 11, 1913.

Another good number is the Wireless Bank, constructed of wood and metal. The coin on being placed in the proper position will disappear into the bank, when told to go, which is apparently very mysterious. This is a real scientific toy and encourages thrift.

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MOVE TO LARGER QUARTERS

Several months ago, in a small store on the east side of New York, a new firm was born with the name of Invincible Importing Co. It grew so rapidly that they had to find larger quarters and were fortunate in securing show rooms at 5 East 20th Street, near Broadway, where Manager Hersfeld has been spending many nights working like a beaver to have everything in the new lines of imported and domestic toys ready for buyers.

Mr. Gerson, head of the firm, is expected back from Europe soon, after spending many weeks selecting his new lines.

Jacob Levine, president of the Globe Teddy Bear Co., of Brooklyn, announces that his new line, including his famous Whistling Teddies, will be on display at the Bush Terminal Sales Building.

M. Glantz is now sole owner of the New York Made Toy Co. Mr. Auerbach, his former partner, is no longer associated with him. Mr. Glantz tells us he will (in addition to his regular line) have many new stuffed novelties to offer to the trade.

In their East Seventeenth Street show rooms The Cleco Corporation are showing a complete line of Lehman & Company toys. Two well known toy men, Messrs. Sundheimer and Kling, will be there to greet their old and new friends.

Mr. Leo Strauss, who has been known to the trade for the past twenty years, has now joined the organization of Weidemann Co., 221 Fourth Avenue, New York, and is vice-president and sales manager of that company.

The Newkirk Sales Company, 221 Fourth Ave., New York, have their 1922 line ready for inspection, among which are many splendid new numbers, both metal and wood, also domestic and imported, and a very large assortment for Easter selections.

The Fox Toy Company of Berea, Ohio, have just completed a large addition to their fire proof enameling ovens which will double their former capacity. As all Foxy toys are finished with a durable baked on enamel this addition was necessary to take care of their greatly increased amount of business. The unheard of demand for Foxy toys at this season of the year has demonstrated to the Fox Toy Company that they will need additional representation at the New York Toy Fair, and Mr. C. E. Fox is making plans for this great event.

Fred E. Batcheller, treasurer of The Loveren Co., Inc., Toy manufacturers of Antrim, New Hampshire, spent part of last week at the factory. Recently a shipment of "Air Scouts," one of their leading lines of toys, was made to Costa Rica, Central America. Mr. Batcheller is in New York this week arranging for space at the Annual Toy Fair to be held from Feb. 6th to March 11th, inclusive.

Clausen & Company, importers of German toys, dolls and novelties, have moved their offices and showrooms into larger quarters at No. 315 W. Redwood Street, Baltimore, Maryland. This concern was organized some time ago as the selling agent of a number of German manufacturing firms and exporters. They have been successful in introducing on a large scale a variety of products of the Thueringian Home Industries, consisting principally of dolls, fur novelties and wooden toys. The company is maintaining sales offices at Philadelphia, Pa, and Washington, D. C. Mr. H. Clausen, president of Clausen & Company, is leaving for Germany on January 17th, on the "George Washington," to supervise purchases for the coming summer and Christmas season. He also intends to visit the Leipzig Fair in March.

The Bissell Carpet Sweeper Co.'s line of Toy Sweepers, with improved features, will be shown at Room 268, Hotel Imperial, during the New York Toy Show, February 6-March 11. Their regular line of carpet sweepers will also be on display there.

TOLEDO METAL ANNOUNCES N. Y. REPRESENTATIVES.

Two important selling connections are just being announced by The Toledo Metal Wheel Co., Toledo, Ohio, manufacturers of children's vehicles. For the coming year they will be represented in New York by Ezekiel Bros., 122 Fifth avenue, and Speyer Bros., 41 Union Square. Complete lines of samples will be maintained by both selling agencies, giving buyers the best possible opportunity to look over the lines when in New York.

The samples will be on display in time for the toy fair, and anyone interested in children's vehicles will be given every courtesy and attention at either of the addresses named above.

TOY IMPORTS AND EXPORTS FOR NOVEMBER.

Compiled by Department of Commerce, Bureau of Foreign and Domestic Commerce, Washington.

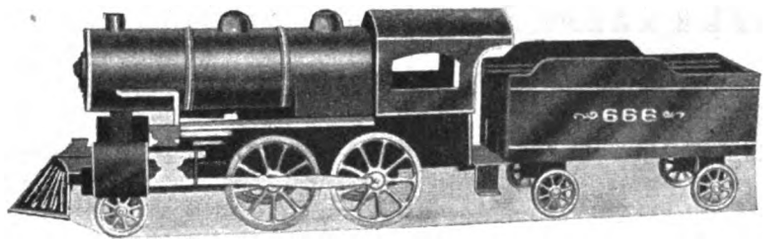
	——Imports——		——Domestic Exports——		
Countries.	Dolls & parts of.	All other.	Dolls & parts of.	Mechanical toys.	All other.
Austria	$ 13	$ 5,677	$.....	$.....	$ 35,464
Belgium	.....	667	.....	.....	25
Czechoslovakia	.....	6,786	.....	.....	.....
Denmark	.....	.....	.....	.....	182
France	971	20,307	40	.....	3,946
Germany	78,375	248,568	.....	.....	.....
Hungary	.....	.....	.....	.....	10,200
Italy	25	656	.....	.....	31
Jugo Slavia, etc.	.....	.....	.....	.....	350
Latvia	.....	.....	.....	.....	250
Poland and Danzig.	.....	.....	.....	.....	500
Spain	.....	17	.....	.....	244
Switzerland	.....	11,780	.....	.....	.....
England	8	6,516	1,955	180	13,975
Bermuda	.....	.....	55	.....	2,612
British Honduras	.....	.....	85	.....	1,617
Canada	27	592	4,315	12,469	86,475
Costa Rica	.....	.....	.....	.....	391
Guatemala	.....	.....	.....	.....	314
Honduras	.....	.....	428	.....	3,315
Nicaragua	.....	.....	216	.....	237
Panama	.....	.....	.....	97	3,398
Newfoundland, etc.	.....	30	166	119	2,056
Mexico	.....	2	2,175	2,569	21,808
Jamaica	.....	.....	308	57	1,230
Trinidad, etc.	.....	.....	309	28	265
Other Brit. W. Ind.	.....	.....	102	.....	2,393
Cuba	.....	.....	1,417	40	15,384
Virgin Islands	.....	.....	108	75	1,492
Haiti	.....	.....	.....	.....,	623
Dom. Republic	.....	.....	48	234	2,623
Colombia	.....	.....	.....	85	712
British Guiana	.....	.....	98	.....	57
Peru	.....	.....	25	.....	913
Venezuela	.....	.....	.....	430	344
China	15	132	.....	23	742
Other Brit. E. Ind.	.....	.....	.....	5	.....
Hongkong	.....	1,602	.....	.....	.....
Japan	5,605	53,840	50	128	397
Australia	.....	.....	.....	.....	661
New Zealand	.....	.....	.....	.....	2,151
French Oceania	.....	.....	4	.....	364
Phil. Islands	.....	.....	27	10	1,918
Brit. S. Africa	.....	.....	168	244	183
Total	$85,124	$357,174	$12,147	$16,793	$220,695

We surmise that the most profitable employment of the German paper marks would be to use them in feeding goats for the market.—*Columbia Record.*

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TURNER TOYS

Last Word in



DESIGN — FINISH
QUALITY

MFG.

THE JOHN C. TURNER CO.

DAYTON, OHIO

Toy Buyers will find it advantageous to give our 1922 Line

FIRST CONSIDERATION

Room 620 —— Toy Fair

BRESLIN HOTEL

In Charge—V. R. Roehm

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Shulman & Sons
Importers-Exporters and Manufacturers Agents
473 Broadway NEW YORK

DOWN TOWN TOY EXHIBIT

During the TOY FAIR We Are Devoting Our Entire Showroom to Exhibit Our 1922 Factory Lines.

Not an item but what is up to your mark in every respect—many are exclusive — **all are superior.** If you're in town call at our showroom—if not, a postcard will bring you just the information you want.

IMPORT LINES

Direct from Germany

Dolls **Glass Ornaments**
Mechanical Toys **Novelties**

SPRING GOODS

Pails & Shovels
Sand Sets
Marbles
Rubber Balls
Pistols
Transfer Pictures
Base Ball Goods
Cell. Pinwheels
Rattles
Bells & Horsereins
Kites
Tops

Sparklers and Other Fourth of July Goods

Premium Goods for Mail Order and Premium Houses

EASTER GOODS FROM STOCK

BRITISHER'S VIEW OF TOY TRADE
(Contributed by a Large, World Wide English Organization)

We believe that it is fair to assume that the toy industry of the world was, prior to 1914, held by Germany, Austria, France, Japan, England and America in the order named. This held true up to the middle of 1915 when the order changed to America-Japan, with very little difference in the total trade among the then belligerent countries.

After the armistice was signed, another change came about with America leading in good well-made mechanical and educational toys; Germany copying her with an inferior grade of goods, but not correspondingly cheaper, and with the other countries making quite a lot of everything in the way of toys, with nothing in particular. Industries started and pettered out, and during 1920 and 1921, it was a real clever buyer who knew where to buy the right goods at the right price with a certainty of delivery and price maintenance.

As this column is mainly concerned with American and British toys, we will confine ourselves to the past two years in the industry, and mention an interesting phase of next February's activities. As our readers know, last year the American manufacturers made a bid not only to hold the domestic trade gained and built up during the war period, but also to regain some of the export trade taken back by Germany during 1920.

At the various British exhibitions, America was well represented with mechanical ingenuities, dolls and the specialties in educational toys for which we are justly famous. Good orders were booked; goods were satisfactorily delivered, and we believe this coming Christmas will see in England, an additional amount of American toys sold over last year.

Now the Britisher's viewpoint in all trading, is very international. A manufacturer over there welcomes imports. He is also always seeking the opportunity to send back on the same ship, some goods of his own make, and as we go to press, we understand that a large British house with offices in New York, who have purchased quite a lot of our toys for distribution in England and South America, are organizing a British toy exhibition on their premises to be held in February, 1922.

As far as we can gather, the plan is to get approximately twenty of the old established British firms displaying their goods all under one roof—taking orders in sterling—thereby saving the expense of the ocean trip for the buyers who could afford to go, and making it possible too, for those buyers that could not go abroad because of the expense, to also see what Great Britain is producing.

We believe that the American manufacturers should also get together and make a more pronounced showing at the British fairs this year.

1922 is going to be a good year for toys, nationally and internationally. Children all over the world are going to get a squarer deal.

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No Toy Stock Is Complete Without Sunshines



Use Sunshine Toy Balloons for Advertising Purposes

ARE ALWAYS IN DEMAND

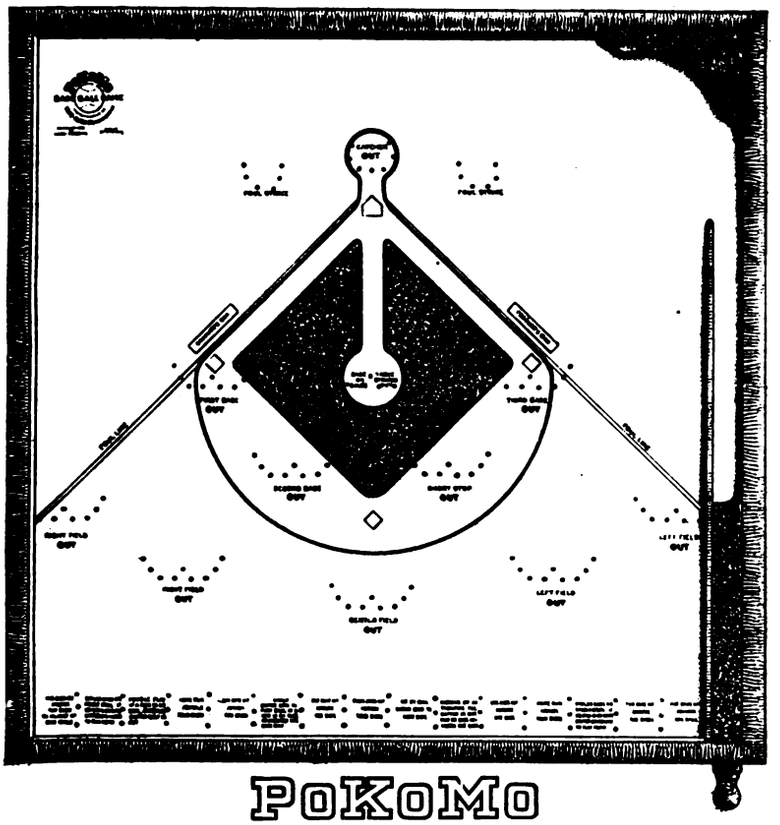
Through each season of the year the demand for Sunshine Toy Balloons is always large. They are undoubtedly the most popular plaything for children and their enthusiasm over them never tires. There are many toys of which the children soon tire, but from experience, we know that Sunshine Balloons will always be in popular demand.

We make all manner of sizes, shapes and styles; VALVE AND SQUAWKER BALLOONS, AND AIRSHIPS in bright, attractive colors including one of beautiful silver. The color in Sunshine Balloons is mixed in the rubber. It can't come out. You will find them more durable than most balloons; blow one up and test it any way you wish. See for yourself.

A display box of Sunshines on your counter or show case will bring a nice steady profit into your business.
A large field open to jobbers. Sell Sunshine Balloons for advertising purposes, premiums, or resale.
A complete line of samples with prices will be sent to you upon request. It's to your benefit to write today.

The Wooster Rubber Co.

South St., Wooster, Ohio



PoKoMo
BASE BALL GAME
A GAME WITH LOTS OF ACTION

PLAY BALL!

A real, honest-to-goodness game with lots of ACTION and all of the excitement of a REAL BALL GAME. From two to eighteen people can play.

Substantially made of three-ply panel board, lithographed in three colors. Frame mahogany finish. Size 26 in. x 26 in. It is the outstanding feature in any window display.

Remember PoKoMo, Room 368, Hotel Imperial, when you attend the show.

MANUFACTURED BY

WADE-CLARK CO.

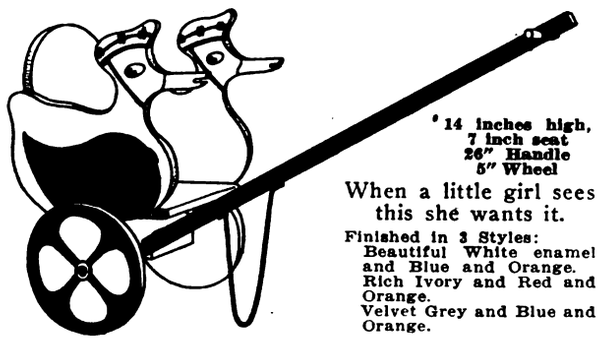
94 State Street, Rochester, N. Y.

Demonstration at
HOTEL IMPERIAL
Room 368

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DucKar Toys --- 1922 Specials

My Little Lady's Dolly Stroller



14 inches high,
7 inch seat
26" Handle
5" Wheel

When a little girl sees this she wants it.

Finished in 3 Styles:
Beautiful White enamel and Blue and Orange.
Rich Ivory and Red and Orange.
Velvet Grey and Blue and Orange.

Beautiful finish, that makes them SIMPLY Irresistible.

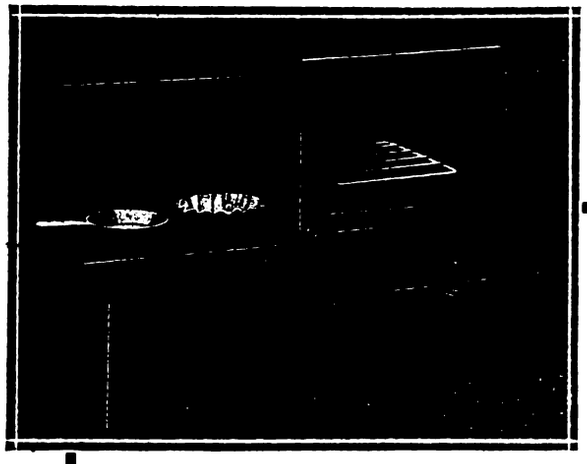
These strollers are carefully constructed of high grade material and will last indefinitely.

The sooner you can get a few of these toys on display the sooner you will realize the great demand there is for them and the consequent lucrative profit.

Cradle Bed, original design, finished in three colors.
Box Duck Cart, for Dolly, filled with Red, White and Blue Blocks.
Wheeler Duck, a Pull Toy with four wheels, movable head.

Strong, Durable Toys Made for Service.
WRITE FOR SAMPLES AND PRICES.

THE TOY KRAFT CO. WOOSTER, OHIO.



EVERYBODY WANTS
AN UP-TO-DATE TOY
The WEEKS ELECTRIC RANGE Fills the Need

It Bakes, Fries and Boils!

It is AN EDUCATIONAL, practical safe toy which will do every cooking operation like mother's big range.

A set of 3 Aluminum Utensils free with each range.

Attached to a lamp socket, mother gives her some of her cake dough and kiddie bakes her cake. Every little girl must have a stove and the **WEEKS ELECTRIC** is the one she wants.

BE SURE TO SEE this quick seller at the Toy Fair. Size, 12 in. by 14 in.; fully enameled.

H. G. WEEKS MFG. CO., Hamilton, Ohio

NEW YORK REPRESENTATIVES

GEO. BORGFELDT & CO., 16th St. and Irving Place **TIMES APPLIANCE CO., 145 W. 45th Street**

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Rex Rubber and Novelty Co.

THE HOUSE OF BALLOONS

Manufacturers of the Smallest to the Largest

RUBBER TOY BALLOONS

All Sizes and Shapes

CHICKENS, PIGS, CLOWNS, ETC.
SPONGE DOLLS---RUBBER BALLS
RUBBER DAGGERS --- HATCHETS

See Our Specials

FULL LINE ON DISPLAY
ROOM 122
HOTEL IMPERIAL

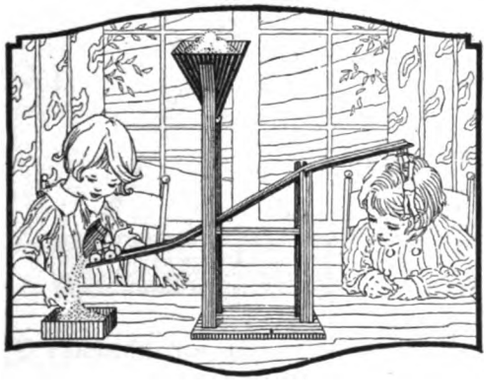
REX RUBBER and NOVELTY CO.

96 Warren Street Tel. Barclay [6265 7389] **NEW YORK**

Latest Invention in Automatic Sand Toys

SIMPLICITY AND LOTS OF ACTION

Attractive—Durable—Cleanly—Educational



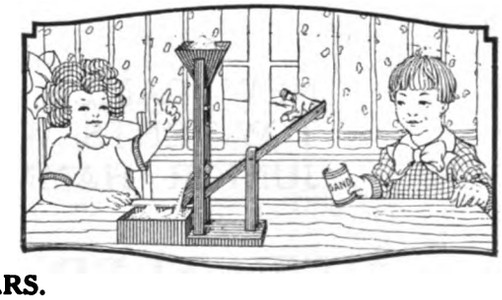
SAND-O-METER

No springs—no strings—no cog wheels.

Stands 13½ inches high.

The little red car makes 33 trips and runs 3 minutes with one filling of the hopper. After dumping, the track automatically elevates so that the car runs back to the loading position under the hopper.

A Big seller.



SANDY DUMP

A quick action type. Stands 9 inches high. Cleanly, durable, and very attractive. Designed to meet the demands of a lower priced toy.

WRITE FOR PARTICULARS.

TEETER TOY MFG. CO., 3128 W. Park Ave., Chicago, Ill.

Manufacturers of "SELF-OPERATIVE" Toys

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THE TRADE IS INVITED TO
INSPECT A MORE EXTENSIVE LINE OF

REPUBLIC TOYS

INCLUDING ALL NUMBERS AND DESIGNS
NECESSARY TO SATISFY THE DEMANDS
OF THE MOST PARTICULAR CUSTOMER

WILL BE ON DISPLAY AT
THE BRESLIN HOTEL, ROOM 822

THE REPUBLIC TOOL PRODUCTS CO.
DAYTON, OHIO

NEW PRICES AND NEW ITEMS



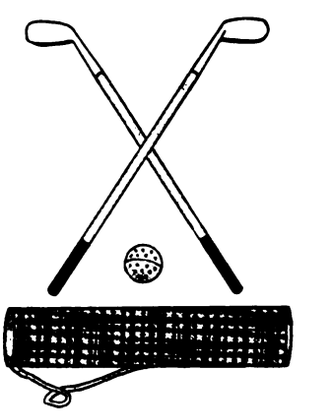
PAINTING SETS
Of the Better Kind

POLLIS SETS
Something New

GOLF SETS
Real Big Sellers

GLASSWARE SETS
Our Own Designs

DRAWING SETS
For Practical Work



NEW - GAMES, PLUS & MINUS and CHIC CHAC,
TOY-TENTS, WALL, CIRCUS & TEEPEE TENTS
JUNIOR HAMMOCK, For the Porch and Lawn

STATLER MFG. COMPANY, Inc.

Room 209
Hotel Imperial

BALTIMORE, MD.

Louis Goldie,
Representing

Digitized by Google



Toys "with Bells on"



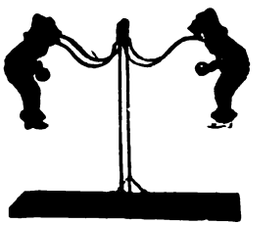


Many new items at popular prices added to our line of Toys with Bells —the standard for years

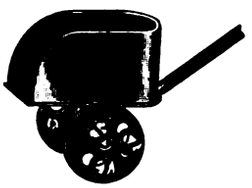
RATTLES { Enamel Strap / Celluloid Strap }

REINS { Enamel / Web / Cord / Fabrikoid / Leather }

CHIMES { Floor / Push / Roller }



STRAP-BABY-IN and TODDLE REINS
NURSERY DOOR STOP and TOY CAT
SWINGING CLOWNS
JUMPING ROPES
CARNIVAL AND HALLOWE'EN HATS



The Kirby Manufacturing Co.
53 Hubbard St., Middletown, Conn.

TOY FAIR —— HOTEL BRESLIN, ROOM 609 —— MR. E. S. COE











PHOENIX SPORTING GOODS MFG. CO.
announces their complete line of
MASQUERADE COSTUMES and PLAY SUITS
will be on display
BUSH TERMINAL SALES BLDG.
CATALOG AND PRICE LIST SENT ON REQUEST
Phoenix Sporting Goods Mfg. Co., Fortieth and Market Sts., Philadelphia, Pa., U. S. A.











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Special Announcement

We are pleased to announce that we have opened a—

Permanent Display Room and Office

at 857 Broadway, Corner 17th St. and Broadway, (Union Square) New York City, where we will permanently display our lines of:

Dolls, Toys, Novelties, and Season Goods

The enormous demand for "Halco" Jointed and Character Babies, and, also for our other controlling lines resulted in the decision to increase our capacity for better service and insure your best interests in the future.

We cordially invite you when in New York for the Toy Fair, or, at any other time, to favor us with a call and we vouch for your complete satisfaction.

J. HALPERN COMPANY

Home Office & Warehouse
PITTSBURGH, PA.

857 Broadway
NEW YORK, N. Y.

HOTEL IMPERIAL
MEET US AT THE TOY FAIR
FEBUARY 6th to MARCH 11th
BROADWAY 31st & 32nd STREETS N.Y.

SEE THE

LEHMAN LINE

AT THE TOY FAIR

Room 344, Hotel Imperial

TOY MFRS. U.S.A. AMERICAN TOYS

The Lehman Line of

"Playthings that Last"

KIDDIE'S MERRI-GO'S
WHEEL BARROWS
CHILD'S ROCKERS
JUVENILE FURNITURE
ROLLER COASTERS
DUMP CARTS
SEE SAWS
COASTERS

TO THE TRADE

The Kiddies' Merri-Go has jumped to instant success. The only plaything of its kind on the market, simple, adjustable Ball-Bearing, foot propelled. "The more you kick the faster you go."



Literature and Prices on Request

TOY DEPARTMENT

LEHMAN MFG. CO.

Established 1876

CANNELTON, IND.

New York Office - - 25 Beaver Street

Fully Covered by Patents

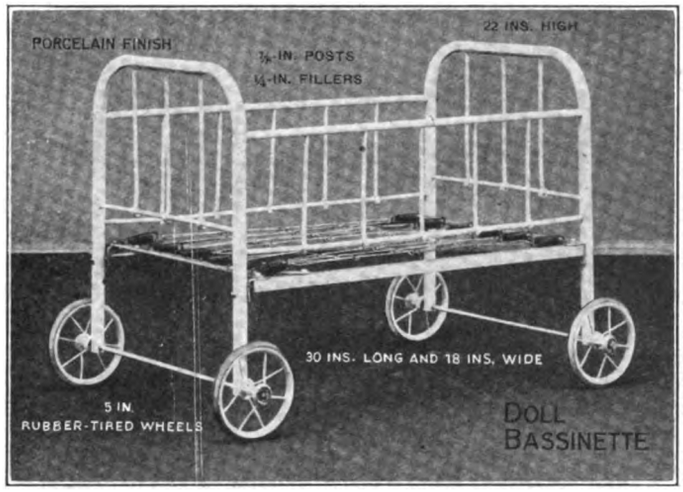
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BUY NOW!

Doll beds are in demand the year round. Why not make a display of the guaranteed line from the workshops of

THE HARD MANUFACTURING COMPANY - - Buffalo, N. Y.

Brass and Iron Doll Beds and Cribs complete with Mattresses and Pillows



Miniature Swing Hammocks Costumers Etc.

Our Toy Beds are identical in construction and finish with our larger patterns. Will last a lifetime and are sure to bring repeat business.

Ask for our complete Catalog of Doll Beds and Other Things.

The "HAPPY JANE" Line

of Soft Washable Dolls is increasing in Popularity every day



"BILLY"

One of the young members of the Family

Hand embroidered faces that will not wash or wear off.
Fifty styles to select from at prices ranging from $24.00 a gross and up.
Our doll dresses in sizes 16 to 20 cannot be beat for the money.

JOBBERS and RETAILERS write for samples and prices

NEW YORK TOY FAIR DISPLAY

Room 207, American Woolen Bldg.

HARVARD GARMENT CO. - Harvard, Illinois

Chicago Rep.
Max Dorn, Palmer House

New York Office
221 4th Ave., Room 207 Am. Woolen Bldg.

Pacific Coast Rep.
The Newcombs, Berkeley, Calif.

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T. COHN

745 65th Street Brooklyn, N. Y.

Announces

The Opening of their New Show Room for the Convenience of Buyers at 91 5th Avenue with *Haber Brothers*

Telephone—Stuyvesant 7329

OUR MR. J. KATZMAN WILL BE IN CHARGE

MEDIUM LINE of SAND PAILS
METAL DRUMS

HIGH GRADE LINE SAND PAILS
TAMBOURINES

And a larger assortment of other toys of our own manufacture
It will pay to investigate before placing your orders elsewhere

PHILADELPHIA SHOW ROOM - - Edgar & Co., Inc., *1210-1212 Arch St.*

EASTMAN LINE CHILDRENS FURNITURE



EASTMAN LINE
Children's Furniture

ROLL TOP DESKS
SECRETARY DESKS
SCHOOL DESKS
TABLES, KITCHEN
CABINETS, ETC.

OUR LINE SELLS ALL THE YEAR AROUND

SAMPLES WITH
Geo. Borgfeldt & Co.
The Owens-Kreiser Co.
Baker & Bennett Co.
Krelis, Stengel & Co.
New York and Chicago

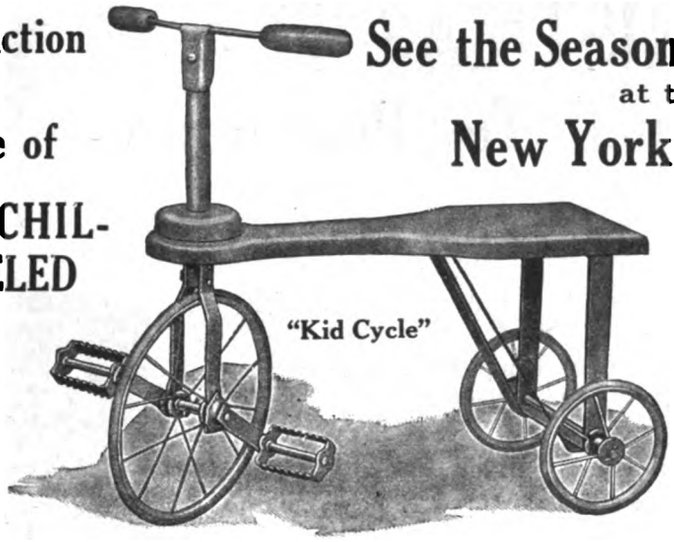
Geo. P. Paine
G. E. Dalton Co.
San Francisco

EASTMAN MFG. CO.
UNION CITY, PA.

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Substantial Reduction in Price on Entire Line of

HIGH GRADE CHILDREN'S WHEELED TOYS



See the Season's Biggest Hit at the New York Toy Fair

From Feb. 6 to March 11, 1922

OUR MR. E. H. KETCHUM

Will Welcome You at Room 338 - HOTEL IMPERIAL

THE W. J. BAKER CO.

Newport, Ky.

Wonderful Mechanical

HULA-HULA DANCER



$18.00 Per Dozen

PATENTS PENDING

The addition of this novelty to your Doll Department will work wonders with your sales totals.

PROGRESSIVE TOY CO., Inc.

MANUFACTURERS

102-106 WOOSTER STREET NEW YORK

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FOR CHRISTMAS TRADE

"Baby Cabinet" Toy Phonograph

You have a great opportunity in this season's holiday trade to sell a large number of these charming instruments. Having the tone and appearance of the larger machines, the "Baby Cabinet" is highly popular with the youngster.

The phonograph is furnished complete with 50 needles, and it plays any record up to 7 inches diameter. The cabinet measures 17x9x10 inches, and is beautifully finished in imitation mahogany. It has a clear, brilliant tone quality, and is fitted with a one-spring, worm-gear motor and 5¼-inch turntable; also with high grade sound box and speed regulator. Packed in individual carton.

The "Baby Cabinet" Spells a Greater Christmas Profit!

HOTEL IMPERIAL
MEET US AT THE TOY FAIR
FEBUARY 6th to MARCH 11th
BROADWAY 31st & 32nd STREETS N.Y.

The General Phonograph Mfg. Co.
(Formerly Named The Garford Mfg. Co.)
ELYRIA, OHIO



BABY Toy Phonograph, Model X, Open

THE C.W. ALLEN COMPANY
ANNOUNCES
A NEW AND CLEVER POLLY WOBBLE
A BETTER-CHEAPER WILLY WALK
A NEW HORSE CALLED DUZZY WALK
and
MANY MARKS
a
FASCINATING PLAYTHING.
SEND FOR
HAND TINTED PHOTOGRAPHS
OF THESE TOYS
MADE IN AURORA, ILLINOIS.

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ZELLER
LACQUER ENAMELS
All Shades in *Fast* Colors

QUICK *AIRDRYING*
GREATER *ECONOMY*
HIGHEST *QUALITY*
for

DIP DOLLS and WOOD and METAL TOYS **SPRAY**

MAY WE DEMONSTRATE WHY OURS ARE BEST?

ZELLER LACQUER MFG. CO., Inc.
342 Madison Avenue, Corner of 43rd Street
Murray Hill 311 **New York City, N. Y.**



"LET'S GO" and make 1922 the biggest TOY YEAR ever dreamed of.

The demand for vehicles was so great the last minute of 1921 that the floors are bare.

"KIDDIE CYCLES" added to your juvenile vehicle department will be a great asset to your sales totals.

Orders being booked rapidly.

Get yours in for immediate delivery.

Live representatives wanted.

MEET US AT THE "TOY SHOW," HOTEL IMPERIAL

Portland Novelty Co., 854 Portland Ave., Rochester, N. Y.

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JOHN A. PETRI

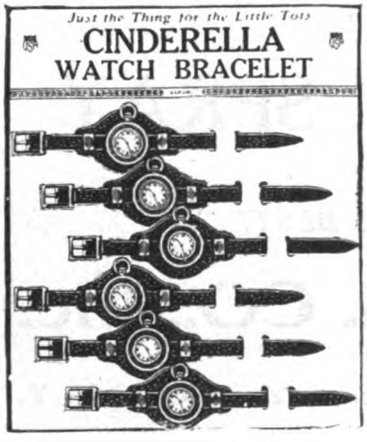
22 EAST 21st STREET
Near Broadway

Manufacturer's Agent

Saint Patrick Pins, Hats
Marbles, Akro Agate & J. E. Albright Co.
Tops and Strings Jump Ropes
Flyers Doilies & Skeins
Spiral Toys Penny Rings
Movie Glasses

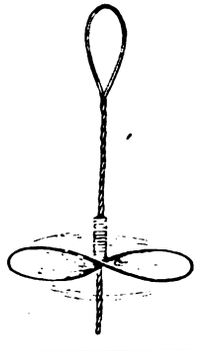
Direct Agent for Armour Mfg. Co. Cheap Jewelry
Birthday Candles and N. D. Q. Candle Holders
Kirchhof Patent, Co. Tree
Wire Candle Holders, Etc.



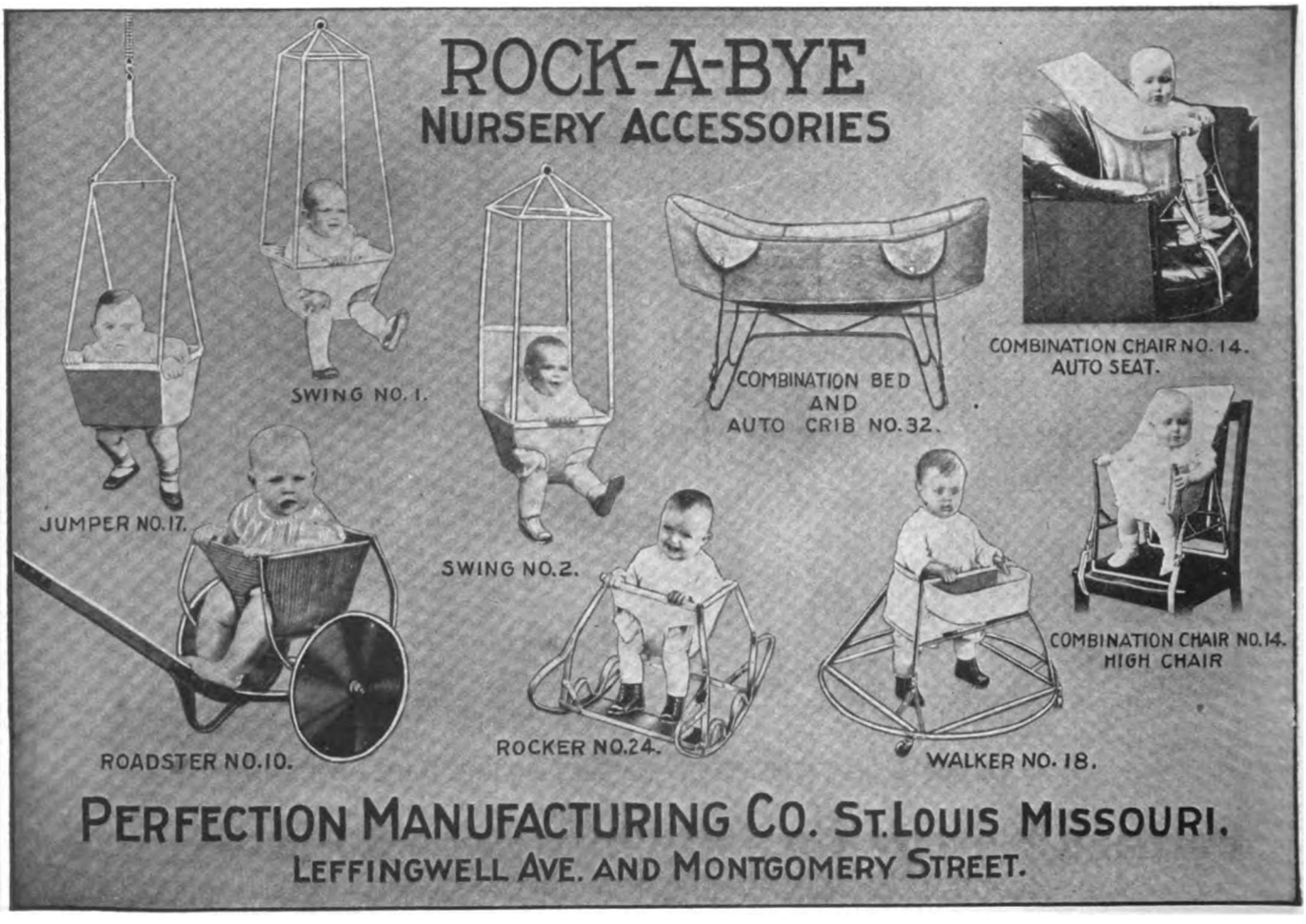


Christmas Tree Snow and Icicles (New)
Box Novelties, Flash Jewelry
Tin and Paper Horns, Carnival Goods
Book Straps, Pencil Cases and School Bags
Tollner's Sons Pencil Boxes
Cinderella Toy Watches, Wrist Purses, Leather Purses, etc.
Elkloid Celluloid Dice





ROCK-A-BYE
NURSERY ACCESSORIES



PERFECTION MANUFACTURING CO. ST. LOUIS MISSOURI.
LEFFINGWELL AVE. AND MONTGOMERY STREET.

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ON DISPLAY IN ROOM 282 HOTEL IMPERIAL

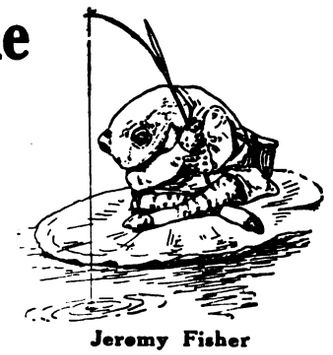
Peter Rabbit's Race Game

PUT THIS FIRST ON YOUR LIST FOR 1922

A new and enthralling Board Game for Children, beautifully printed in full color, in which are introduced Miss Potter's World-Famed Characters, Peter Rabbit, Squirrel-Nutkin, Jeremy Fisher, and Jemima Puddleduck, and their adventures.



Squirrel Nutkin



Jeremy Fisher



Illustrating Style 2
Made in the U. S. A.

Style 1.—Folded in Four Sections to open out flat. Mounted on stout boards with strong cloth hinges, and enclosed in a box with attractive picture cover, together with well-modeled white metal figures of the four characters in the game, numbered cube and throwing box, and Rules of the Game. Size when open, 20x30 in.

Style 2.—Beautifully printed in full color, with stands and printed figures, numbered cube and throwing box, together with Rules of the Game. Size when open, 20 x 30 ins. Strongly mounted with cloth hinges.

Millions of children have read and still read the PETER RABBIT Books, and all these children, of whatever age, are potential buyers of this fascinating and diverting game.

Attractive circulars supplied on application.

Frederick Warne & Co., Ltd.

26 East 22d Street **NEW YORK CITY**

MEINECKE MANUFACTURING CO.

Milwaukee, Wisconsin



Manufacturers

Reed and fibre Doll Carriages,

Doll Sulkies and Go-Carts

Children's Desks and Furniture

Hobby Horses





Hotel Breslin
Room 504-506
from
February 6th to March 11, 1922

Morrison Hotel
Room 308
CHICAGO
During April 1922

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Weeden Manufacturing Co.

NEW BEDFORD, MASS.

Manufacturers of

STEAM TOYS

Will Exhibit at

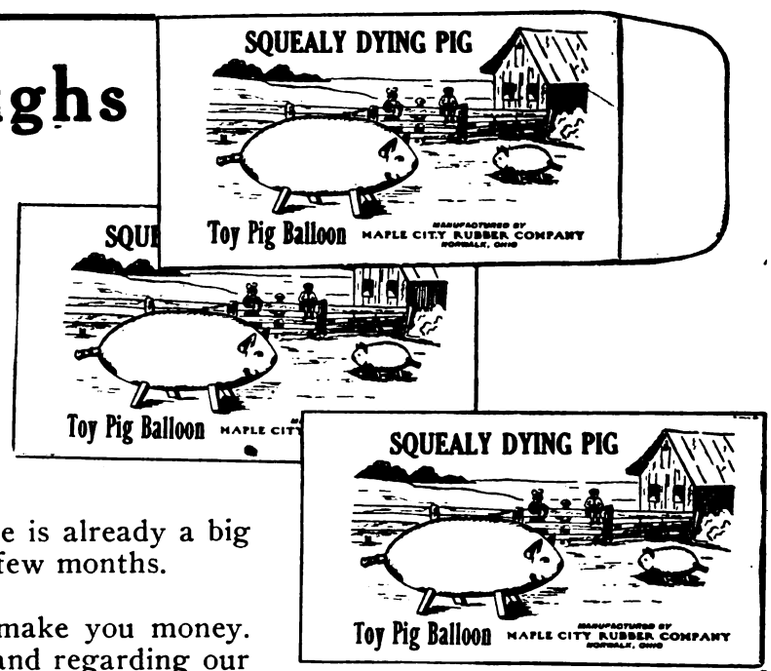
HOTEL BRESLIN, NEW YORK

Room 808

February 6 to March 11

Display in charge of WILLIAM RITCHIE

Everybody Laughs and Buys!



This fat, squealy Pig, standing so sturdily on his little wooden legs, starts a pathetic squeal; gradually shrinks up, and falls over dead.

The kiddies want to buy him right away. He is fine for favors, etc. He is already a big seller, although on the market but a few months.

Jobbers and Dealers—The Pig can make you money. Write today for samples and prices and regarding our full line of toy balloons.

Packed in attractively printed envelopes, shown above.

The Maple City Rubber Co., Norwalk, Ohio

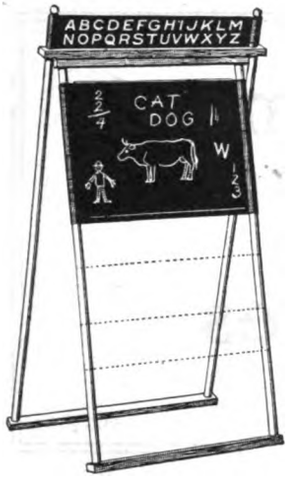
Western Distributors—Priesmeyer & Co., 210 Odd Fellows Bldg., St. Louis.

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Steel **Foxy Toys** Unbreakable

Toys that teach

Washable, Sanitary

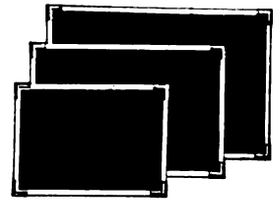


Easels



Spelling Boards
Word-sentence & Problem Builders

Complete line
22
Numbers on Display
Room 809
Hotel Breslin
Feb. 6 to Mar. 11



Slates and Blackboards

THE FOX TOY CO.
Box E - Berea, O.

Foxy Toys

Imported Dolls and Doll Parts Our Specialty



DOLL HOSPITAL SUPPLIES



Our depleted stock is being replenished with the arrival of every steamer. We are issuing a new hospital catalog, to be ready about March 1st, which will include the regular standard lines and a few additional numbers.

FOULDS & FREURE, Inc.
"The House of Doll Hospital Supplies"
83 Chambers Street **NEW YORK, N. Y.**

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The George Franke Sons Co.

112-114 SOUTH EUTAW STREET

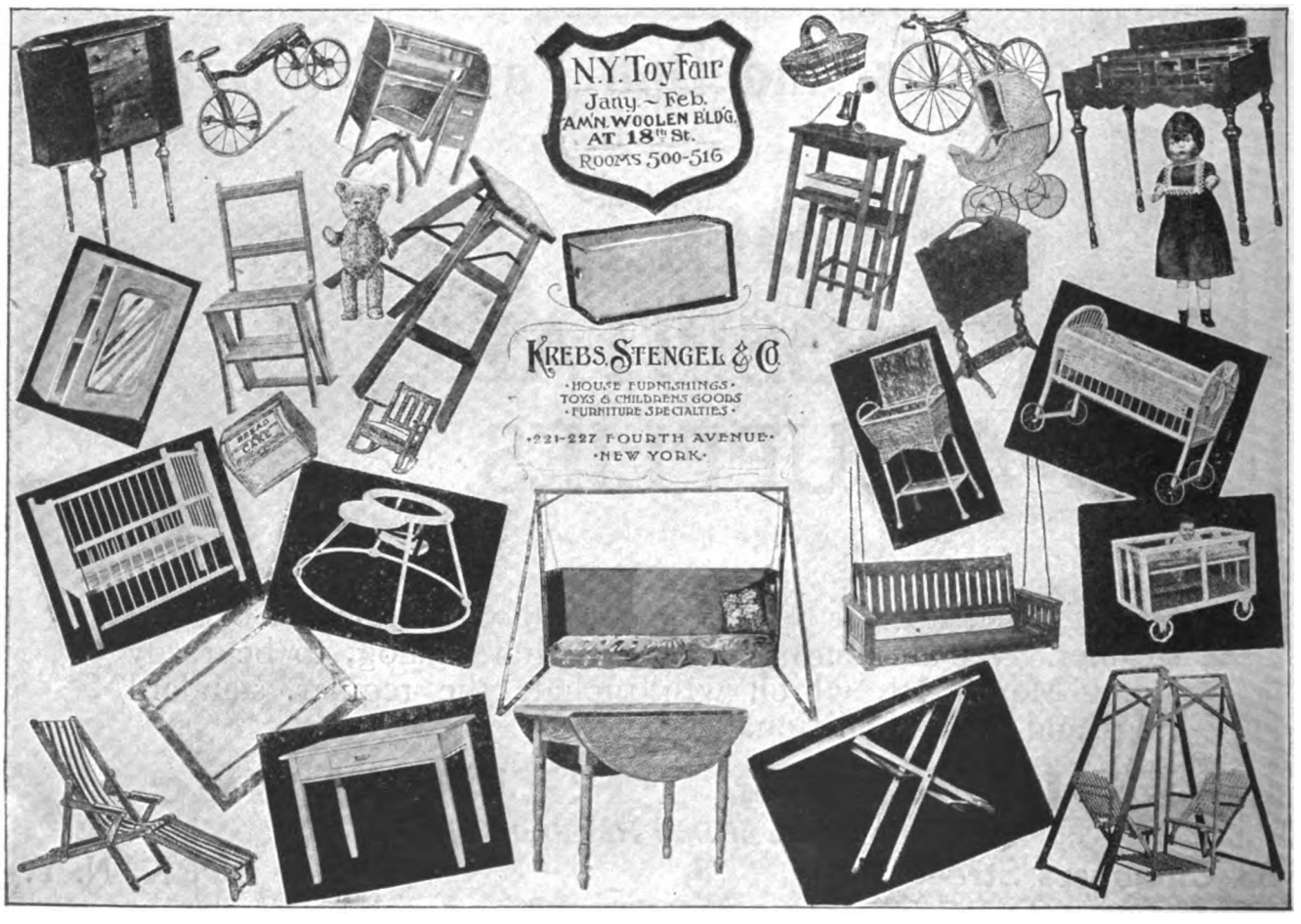
BALTIMORE, MD.

AMERICAN TOYS

Christmas-tree Ornaments
Tinsel Garlands
Holiday Paper Boxes

(IN ALL SIZES)

During TOY FAIR ROOM 812, HOTEL BRESLIN



Digitized by Google

SONG-O-PHONES

MUSICAL TOYS THAT PLAY MUSIC



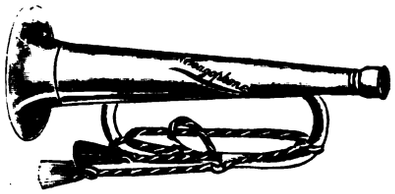
SONG-O-PHONES sell because they so successfully appeal to the universal instinct—Music. They really play—anyone who can talk can with ease joyfully jazz off the latest hits. Made in the form of cornets, trombones, saxophones—it's easy to see why they are so popular with grown-ups as well as children.

A SONG-O-PHONE BAND

in your town means real business for you. And they're not hard to start either—the children take care of that.

Our National Advertising is lining up business all over the country—in your town. Get your share—write now!

You can play it if you can talk





Here's How They Take to SONG-O-PHONES

These People Bought Direct Because Local Dealers Could Not Supply Them

FROM A YOUNG WOMAN

SONG-O-PHONES received today as ordered. Greatly pleased with same.

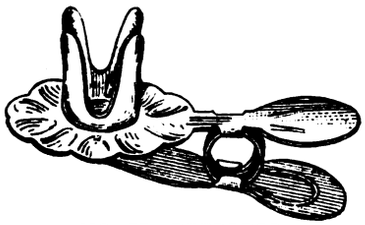
FROM A SUPERVISOR OF MUSIC, "PUBLIC SCHOOL"

Please send me the following SONG-O-PHONES. Am starting a band in ————, Maine. The children in the ——— Maine Grammar School like their SONG-O-PHONES very much. We gave a benefit at the Bijou Theatre. The SONG-O-PHONE Band of the 5th and 6th grades gave two selections.

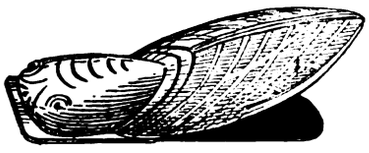
THE SONOPHONE CO.

41-43 So. Ninth St. **Brooklyn, N. Y.**

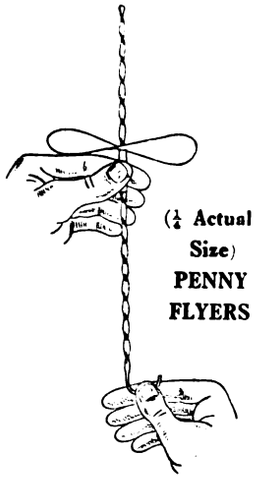
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NO. 55—PEERLESS CANDLE HOLDERS



LOCUST SNAPPERS



(½ Actual Size) PENNY FLYERS



NO. 100—TWISTED TREE WIRES (½ Size)



FROG SNAPPERS

Frog and Locust Snappers Are Packed in 25 and 50 gross packages.

WE SUGGEST THAT YOU ORDER NOW, AS PRICES OF CHRISTMAS ARTICLES ARE GUARANTEED FOR YEAR OF 1922. ON ALL OTHER ITEMS, PRICES ARE GUARANTEED UP TO DATE OF SHIPMENT. CATALOG, SAMPLES AND PRICE LIST SENT ON REQUEST.

If your Jobber does not carry our line—write us direct.

THE KIRCHHOF PATENT CO.

30-32 Stirling Street, Newark, N. J., U. S. A.

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AND OTHER LEADING AGENCIES

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"EFFANEFF" BEARS

And Obtain the Lowest Prices on Our Biggest Success

"FLUFFY DUPLEX WHISTLER"

Beware of Imitations—Patented—Voice in the Ears.
We make Bears in all sizes, styles and colors, and are the only Bear people making a cork stuffed head.



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Six Questions and Answers of Great Importance to the Live Toy Buyer

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? *WHEN can I see it?*	! Any time, the sooner the better!
? *WHERE is it on exhibition?*	! At 5 East 20th Street, New York City!
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BEAUTIFUL AND CORRECT IN DESIGN

Write us for Samples and Prices

A new process enables us to produce a beautiful new line which is rapidly becoming a winner. Made in a variety of shapes and sizes, including hobby horses, rocking horses of all kinds, and other animals of all kinds on wheels. We can also make animals to your order in any design desired.

We sold our entire output in 1921, and it made a big hit wherever shown.

Be sure and see our displays at the New York and Chicago Toy Shows.

Italo-American Toy and Novelty Mfg. Company, Hancock, Michigan

N. J. LaCasse, Sales Manager

N·D·Q·

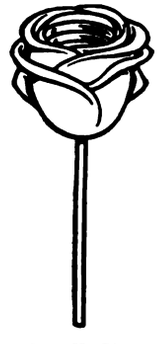
BIRTHDAY CAKE CANDLE HOLDERS

LARGE AND SMALL

—

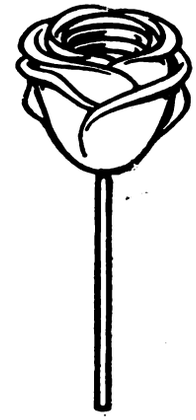
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Small Size





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SIX COLORS

PINK
RED
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YELLO
BLUE
GREEN

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B. Illfelder & Co.	29 Union Square, West. New York City	Cardinell-Vincent Co.	577 Market St. San Francisco
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N·D·Q· SPECIALTY CORPORATION

572-576 LIBERTY AVENUE BROOKLYN-NEW YORK

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POPULAR PRICED TOYS

are the kind that sell the year round. Some of our customers, who have learned by experience how our Pop-Guns sell, order every month in the year. **OUR WYANDOTTE AUTOMATIC** meets the demand for an absolutely Safe Pop-Gun, and is a **BREAK GUN**—the kind that a small child can operate.

We also manufacture a Cork and String gun that

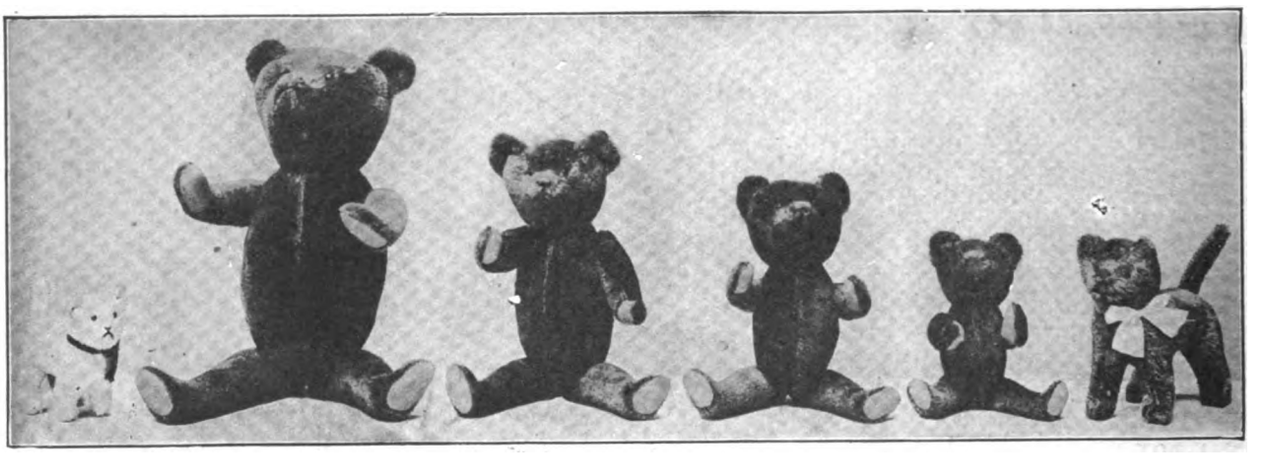
RETAILS FOR 25c

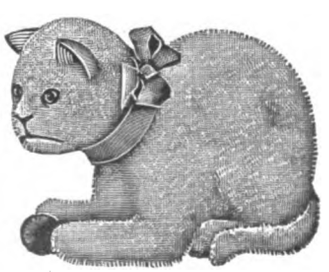
You can depend on our guns holding up. They are made of heavy material and are Rust-Proof.

See our Display during the Toy Fair
Room 604 — Hotel Breslin

All-Metal Products Company, Wyandotte, Mich., U.S.A.

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1922 LINE NOW READY **Easter Rabbits** DOGS, CATS, ELEPHANTS, ETC.

All Varieties and Sizes in

STUFFED ANIMALS

LONG AND SHORT PILE PLUSH

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NEW YORK MADE TOY CO.

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Rabbit--Chickens and Ducks

In Terry Cloth—kapok stuffed
The Ideal Easter gifts for tiny tots
Also dolls and other animals

With the assurance that goods not found to be as represented, are subject to return at our expense, you can safely select your Easter order from our new illustrated and descriptive circular and price list. Please ask for a copy, if yours has not been received. it features more than 50 items.

Permanent New York Show Rooms:

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Complete display in the Ad-rack Room, Panel No. 2, Hotel Imperial, where you can make close examination without molestation. Our samples, as in the case of all exhibitors there, will be our only salesmen. Your inspection is cordially invited. Back to pre-war prices will prevail.

Jobbers Attention: The largest Toy Jobber in the country has sold our line with phenomenal success. Many others have likewise found it a profitable addition. It should not prove otherwise for you. ASK FOR OUR 1922 PROPOSITION—IT IS DIFFERENT. If you do not attend the Fair, order a complete sample assortment, subject to return at our expense, if after examination considered unsuitable.

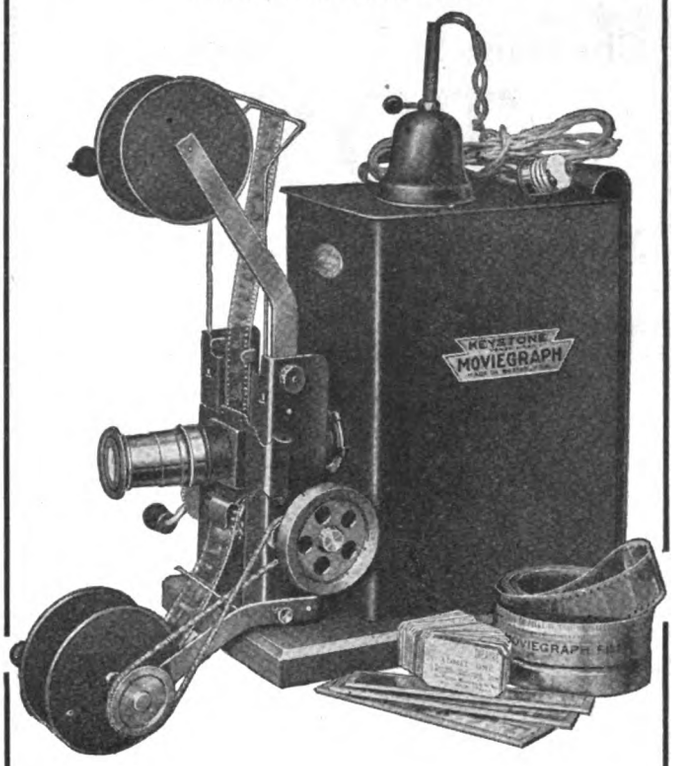
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Manufacturers
Terry Cloth Dolls and Animals

Avenue H & East 35th St. Brooklyn, N. Y.

Keystone Moviegraph

(Standard and Narrow Gauge)



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REPORT NO. E 5149
110 VOLTAGE – 100 WATT CURRENT – MODEL 572 N
FOR USE WITH SLOW BURNING FILM ONLY
KEYSTONE MFG. CO. BOSTON, MASS., U.S.A.

Nos. 572N—193N—261N—147N—Narrow Gauge

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Our 1922 LINE of Improved and New Models on Display

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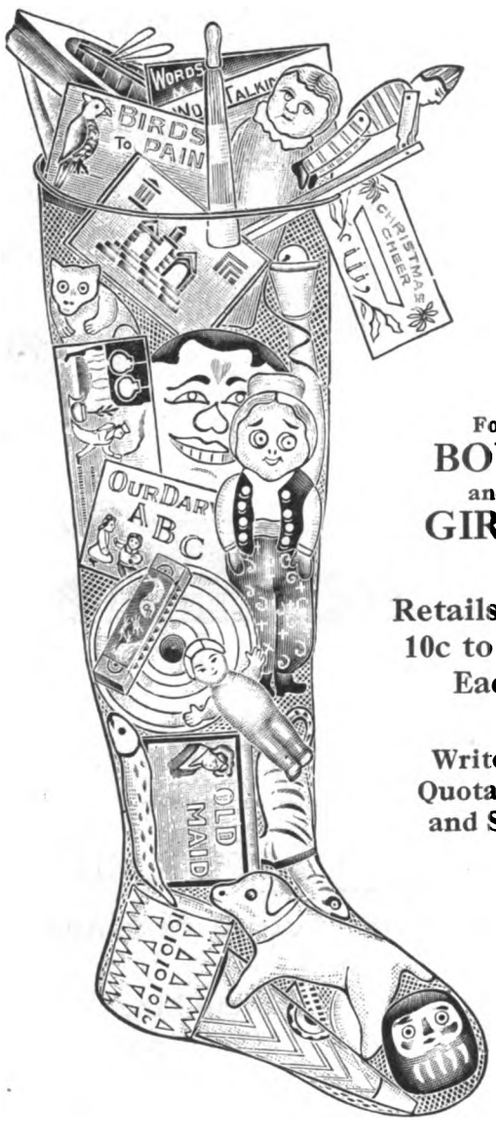
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Christmas Stockings Filled With

TOYS

Made of Red and White Netting



For
BOYS
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GIRLS

Retails from
10c to $5.00
Each

Write for
Quotations
and Sizes

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502-04-06 Ranstead Street, Philadelphia, Pa.

(Between Market and Chestnut Streets)

DOLLS
Imported Dressed
Jointed and Character

MUSICAL TOYS
ALL KINDS
TREE ORNAMENTS
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Advance
Samples for
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Showing
New Lines
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STUFFED ANIMALS
TOYS and NOVELTIES
Large Variety

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Pumpkins, Favors
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REEL TOSS

New and Attractive

AN ALL-YEAR RETAILER AT A POPULAR PRICE



Stands 7½ inches high

Pat. applied for

Ring it while it rocks. Just the toy for the little tots. Also for the grownup girls and boys are these Reel Toss Toys.

This toy will rock back and forth on smooth surface from 50 to 75 times before stopping. Requires no winding, just a start.

Will hold the attention and maintain the interest of everyone.

O. H. HEINIG

2404 W. Congress St., Chicago

From Your Jobber or Direct



The Toy Fair~and The American Crayon Company

WE want to announce, as a unique feature of our exhibit at the Toy Fair in New York, a series of sketches of the leading personalities of the Washington Peace Conference, made for us by the well-known Belgian artist, Pierre Nuyttens. These sketches well illustrate the striking effects that can be achieved with American Crayon Company materials.

Here, too, you will find a display of over a hundred of our leading products, with a retail price range of from one cent to three dollars. These articles include crayons, pencils, pastes, school and toy paints, and several interesting new products.

Our exhibit will be shown at the Hotel Breslin, 29th Street at Broadway.

THE AMERICAN CRAYON COMPANY
ESTABLISHED 1835
SANDUSKY · OHIO · · · · · · NEW YORK

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POLLYANNA

Ready to make, "You Sew It"

DOLL CLOTHES SETS

The New Outfit for Girls

Educational and Interesting, are made up in many different styles. All sizes for dolls 8 to 24 inches.

Pollyanna Ready to Make Doll Clothes Sets have been on the market nine months and over 200,000 packages sold.

Write for circular and prices or remit $3.25 for sample line.

POLLYANNA COMPANY

Exclusive Manufacturers of

READY TO MAKE, "YOU SEW IT" KIDDIES AND DOLL CLOTHES

Dept. C

1120-22 West 35th St. Chicago, Illinois, U. S. A.

N. Y. Toy Fair, Imperial Hotel, Room 305

There to Stay.

The pile of flints still to be broken was a very large one thought the stone-breaker, as he gazed at it disconsolately between his bites at a large sandwich of bread and cheese. A minister came along and gave him a cheery "Good-morning," remarking afterward that he had a deal of work to get through yet.

"Aye," said the cater, "them stones are like the ten Commandments."

"Why so?" inquired the genial parson.

"You can go on breaking 'em," came the reply, "but you can't never get rid of 'em."—*The Christian-Evangelist (St. Louis)*.

The Lengthy Kind.

"I wonder if my little boy knows how many seconds there are in a minute?"

"Do you mean a real minute, mother, or one of those great big wait-a minutes?"—*Boston Transcript.*

Shaking Afterwards.

When the nurse entered, her boy patient was in a furious fit of writhing convulsions. "What is the matter?" she cried anxiously.

"I forgot," replied the boy, "to shake the bottle before taking the medicine."

Swamped by Degrees.

We can conceive of no more pathetic figure than Marshal Foch trying to explain to the folks at home the meaning of those various college degrees that have been thrust upon him.—*Buffalo Express.*

Enchanting Distance.

Posterity will call these "the good old days" because posterity won't know all that we know.—*St. Louis Globe-Democrat.*

FULLY Jointed Bisque Dolls, 6 to 27 inches, moving eyes, eyelashes, dressed and undressed, Electric Trains, Steam Engines, Sand Toys, Musical Toys, Games, Wheel Toys, House Furnishings, Enamelware, Aluminum ware, Christmas Tree Ornaments.

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Largest Assortment of Penny Paper Specialties

PAPER CUTOUTS
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- 10 kinds

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Just Out—3 new strip pictures, Comic Series, Presidents, Young America

Kiddiegraph Motion Picture Booklet
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and other new Penny Specialties

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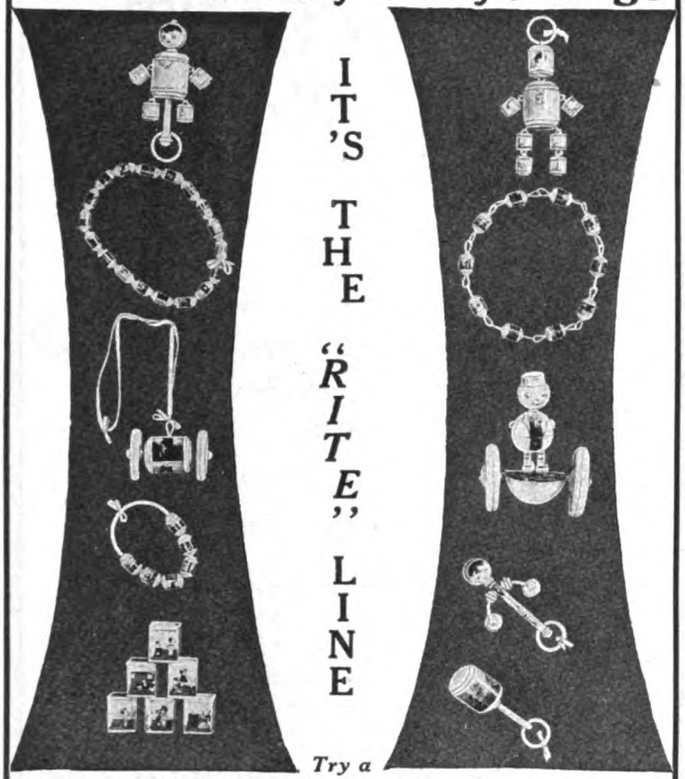
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UNIVERSAL TOY and NOVELTY MFG. CO.

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IT'S THE "RITE" LINE

Try a

$25 or $50 "Rite" Plaything Assortment

READY FOR IMMEDIATE PARCEL POST SHIPMENT

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LIND STROM MECHANICAL TOYS

A New **Climbing Monkey** made to retail at 15c



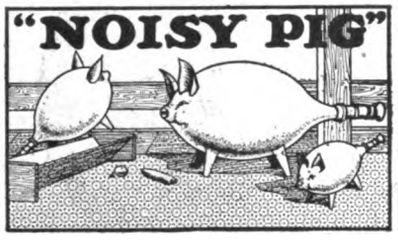
We also make 3 sizes of Spinning Tops, and 5 different kinds of Self-Propelled Autos.

Send $5.00 today for a sample line for inspection

Catalogue and price list on request

The Lindstrom Tool & Toy Co.
50 Silliman Ave.
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NOISY PIG BALLOONS



The latest novelty in balloons. Samples and prices on request. A rapid ten-cent seller. Each balloon packed in an envelope.

Secure our prices on "OAK BRAND" balloons before you buy. Right prices and right quality.

THE OAK RUBBER CO.
RAVENNA, OHIO
Manufacturers of Over 150,000 Balloons Daily

ATTENTION OF JOBBERS

Our New Factory Is Equipped to Manufacture

Novelty Dolls
Doll Heads
Legs and Arms

For Outside or Inside Joining



16 Inches High
Made in Two Different Designs With or Without Wig and Dressed in 6 Different Costumes.

Made of Best Woodfibre Composition
Beautiful Finish

Don't Fail To See Our Line

THE JOYDOLL CORP.
465-7-9 West Broadway, New York, N.Y.

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Zephyr
PLAY BALLS
Trade Mark Reg U S Pat Office
(Pat'd. Nov. 14, 1911, Oct. 20, 1920

With Self-Closing Valve
A FAST MONEY MAKER



You have only to show these balls to win continuous sales.

The appeal of beautiful colors, handy valve feature, attractive package and display matter all combine to make a most effective silent salesman out of your display.

Write for illustrated, descriptive folder and price list.

(Address Dept. B)

THE GREGORY RUBBER CO., AKRON, OHIO

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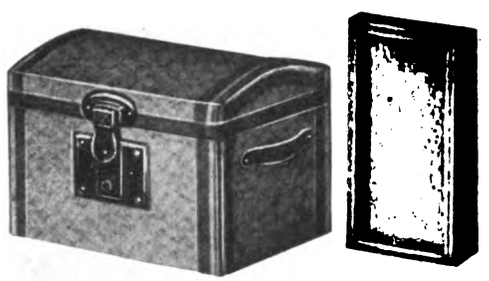
We are pleased to announce that we have made arrangements with The Strobel & Wilken Co., 61 West 23rd Street, New York City, for a permanent display of our entire lines of

Gilman Auto-Crat Toys,
Gilman Fibre Lunch Boxes and
Vacuum Lunch Kits,
Gilman Paragon Garment Hangers,
Smoking Stands, and **Specialties**

Owing to the above arrangement, we will not exhibit at the New York Toy Fair, but will be pleased to have you call and inspect our complete lines at the above address where every courtesy will be extended to you and your orders given most careful attention.

Hampden Toy Company
Westfield, Mass.

ALL STYLES



ALL SIZES

No. 1

TOY TRUNKS

Original and attractive designs. The most complete and best made line in the country.

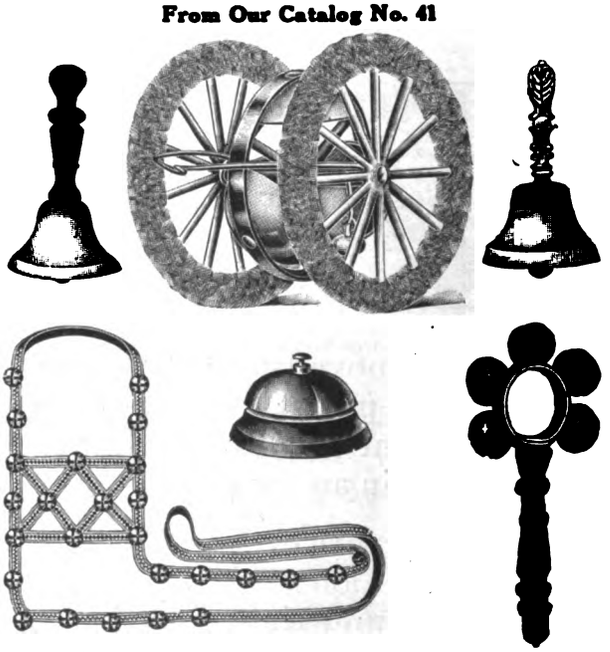
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Holden Trunk & Bag Co., Inc.
(Toy Trunk Department)
Petersburg, Virginia

NEW YORK REPRESENTATIVES
A. S. Ferguson & Co., 48-52 East 21st Street
Baker-Bennett Co., 873-875 Broadway

Bells and Bell Toys

From Our Catalog No. 41



Get this catalog if you want to see the best line of Bells and Toys—a line of great variety and superior selling qualities.

The N. N. Hill Brass Co., East Hampton, Conn.

New York Representatives: Riemann, Seabrey Co.
11-15 Union Square, West. Broadway and 15th Sts.

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Patent Pending

and how they Sold!

Plaphone-600

Trade Mark Registered

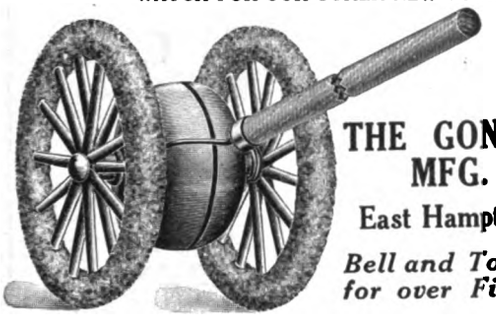
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Improved for 1922

Dealers Don't Delay Stocking this Fast Selling Item

"Plaline Means Made Fine"

WATCH FOR OUR OTHER NEW TOYS



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East Hampton, Conn.

Bell and Toy makers for over Fifty Yaers

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HOME-GRAPH

TRADE MARK



THE GAME OF THRILLS

ATTENTION, JOBBERS

This, our present featured item, is going far beyond our expectations. If you are not handling this article, get in while the craze is on.

LET US HEAR FROM YOU

THE GARDEN CITY NOVELTY CO.

CHICAGO, ILL. R. 325-6 431 S. Dearborn St.

REES DAVIS DOLLS

Original Patented Designs

Lovable,
Cuddley,
and DIFFERENT

Be sure to see our 1922 Line

Dolls for the Bath
Novelty Dolls
Character Dolls

Write us for full information.

REES DAVIS TOY CO.

512-514 S. Wabash Ave.

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NATIONAL NOVELTY CO.

312-14-16 E. Lexington St. BALTIMORE, M D.

WE ARE OPEN TO CONSIDER PROPOSITIONS FROM LEADING MANUFACTURERS TO HANDLE AS JOBBERS—LINES FOR 1922

——————LINES WILL BE LIMITED——————

Every baby that is born

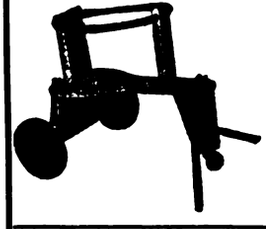


is a prospect

Every fuzzy-headed, pink-cheeked tiny tot swings his arms and legs and wants to "go-bye-bye"—its little body just naturally yearns to walk. What a wonderful field for the merchant who handles the "GO-BI-BI"—the utility-toy that enables the baby to "go-bye-bye"; that teaches the child to walk in a safe, natural way and keeps him amused while learning.

If you haven't stocked the GO-BI-BI, better do so at once.

Write for prices and sample GO-BI-BI



The Go-bi-bi

Safe—instructive—health-building

A *necessity* for the child from six months to two years of age.

CROSLEY MANUFACTURING CO.
Dept. J-3 CINCINNATI, O.

Doll PYRAMID **Cord**

Maxwell Mfg. Co.'s Elastic Cords

WE sell the most complete line on the market. Large stock always on hand in New York where shipments can be made promptly.

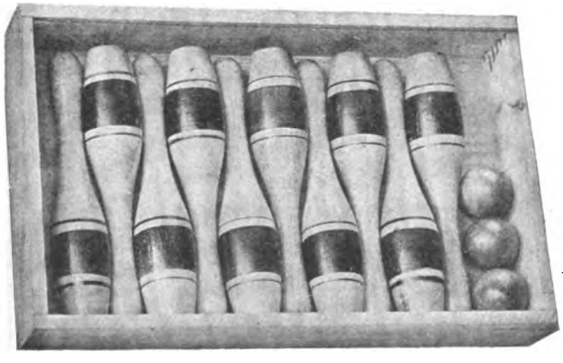
Send for Samples

SOLE SELLING AGENTS

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TOYS THAT BRING GOOD TIMES



BO-HO TEN PINS

Made in 3 sizes

Attractively striped in colors

Each set packed in subsantial WOODEN BOX

TRADE MARK **Wizard Bubble Blower**

Blows Multiple Bubbles within Bubbles

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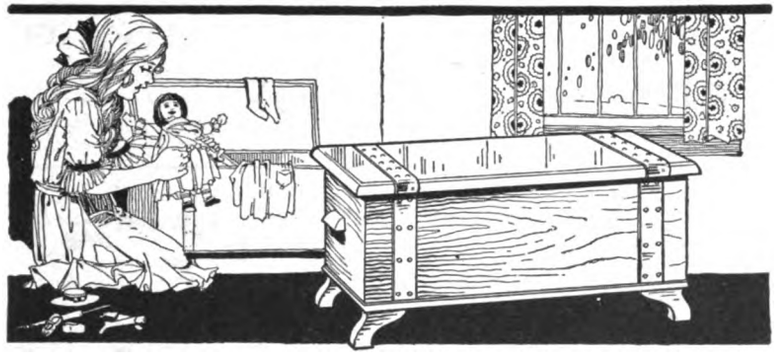
Made in 2 Sizes

WIZARD retails for 10c JUNIOR retails for 5c

Attractive proposition to jobbers and selling agents
Write for descriptive circular and prices
We manufacture special doll and toy parts of all kinds

BOGERT & HOPPER, Inc. **71 Barclay St., New York**

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"Cedar-Craft"

The Child's Red Cedar Chest

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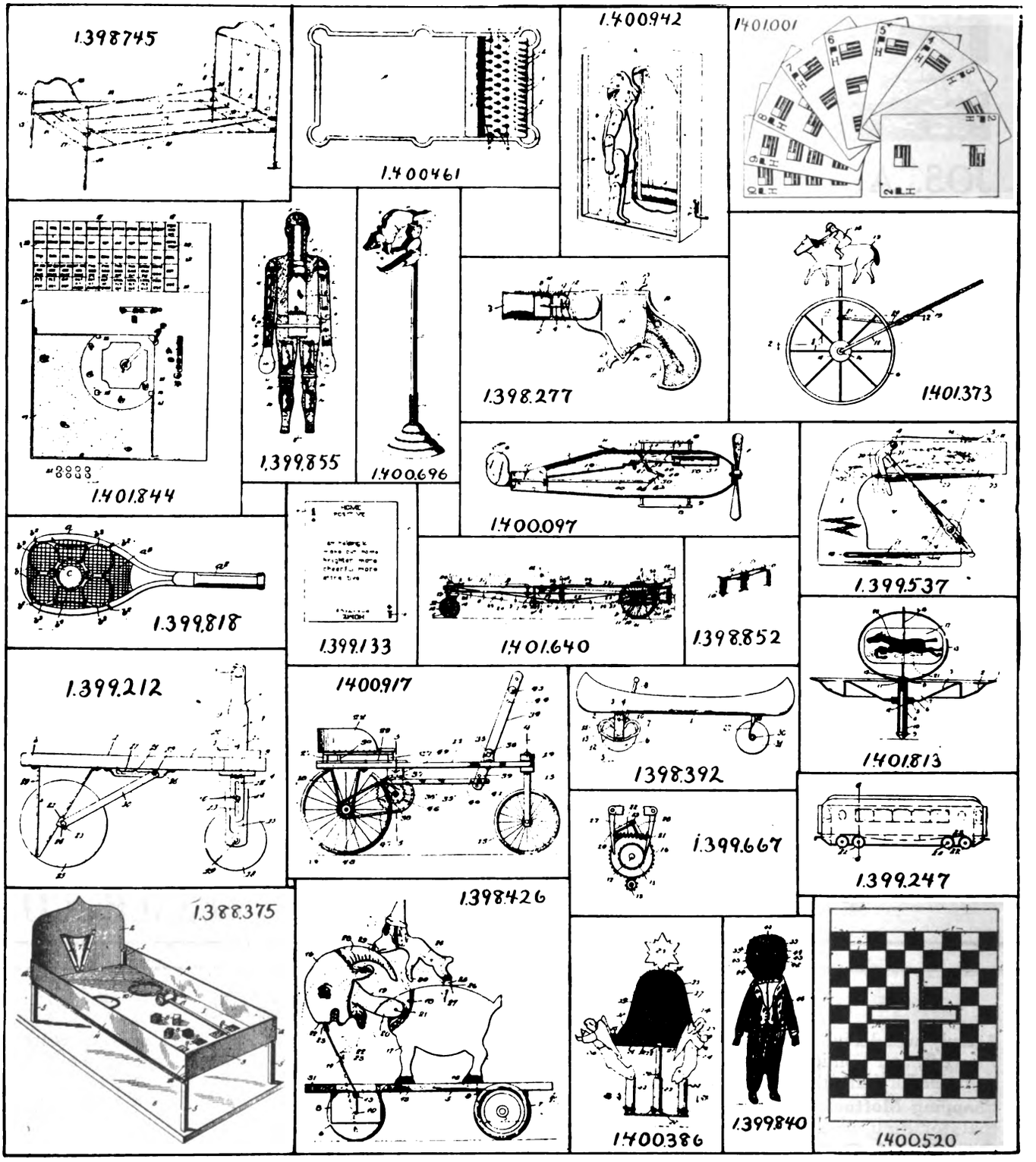
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For description see text on following pages

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RECENTLY ISSUED PATENTS

Of Interest to Toy Dealers and Manufacturers

1,401,844. GAME DEVICE. Frederick C. Westphal, New Brunswick, N. J. Filed Sept. 25, 1920. Serial No. 412,824. 2 Claims. (Cl. 46—63.)

1. In a game device as characterized, a plurality of elements representative of baserunners, a playing field including bases, a set of fifty cards each bearing indicia in accordance with which one of said elements is placed on or removed from one of said bases, and an extra set of five cards each bearing indicia which construed with certain indicia of cards of said first set indicate that one of said elements should be placed on or should be removed from one of said bases.

1,401,813. TOY SPINNING-TOP. Joseph Popper, Brooklyn, N. Y., assignor, by direct mesne assignments, of one-half to Baird-Daniels Co., Inc., New York, N. Y., a Corporation of New York, and one-half to Ruby H. Popper, Brooklyn, N. Y. Filed Oct. 19, 1920. Serial No. 417,955. 5 Claims (Cl. 46—32.)

1. A toy spinning top comprising a body, a hollow support connected with said body provided with a supporting point, a handle provided with an extension engaging said support, said handle having an aperture adjacent the top and adjacent the bottom, a shaft loosely positioned in said apertures and a plate rigidly secured to said shaft applied with a configuration thereon whereby when the top is spinning the plate and shaft will be rotated through the action of friction and the various parts of said plate will be spun around at a speed slower than the handle.

1,401,373. WHEELED TOY. Ferdinand Svoboda, Chicago, Ill. Filed May 6, 1920. Serial No. 379,341. 2 Claims. (Cl. 46—45.)

1. A trundling toy comprising spaced wheels having a wrist pin eccentric to and connecting the wheels, a yoke comprising arms embracing the wheels and pivotally connected therewith centrally of them, a handle extending from the yoke, a guide extending from the yoke between the wheels and a figure carrying rod pivotally connected with the wrist pin and slidably and rockably engaged with the guide, and having a figure mounted thereon at the opposite side of the guide from the wrist pin for corresponding movement with it.

1,401,640. COASTER WAGON AND SLED. William K. Porter, Pittsburgh, Pa. Filed June 30, 1920. Serial No. 392,984. 4 Claims. (Cl. 280—87.5.

1. In a vehicle, the combination with a lower frame, of a superposed body member, springs between the frame and body member, and arched brace members connected to one of the members and having a sliding connection with the other member to hold the body member against lateral displacement.

1,400,520. GAME APPARATUS. George Herman Bugenhagen, Minot, N. D. Filed July 16, 1920. Serial No. 396,677. 1 Claim. (Cl. 46—64.)

A game board comprising a board having a playing field provided therein, said playing field being formed with a pair of straight continuous ways positioned perpendicular to each other and intersecting at the approximate center of the playing field to provide a cruciform passage centered in the playing field and with a plurality of squares arranged about the ways and extending to the marginal lines of the playing field, said squares being arranged in rows extending at right angles to the direction of the playing field and alternate squares in the rows being identically colored to provide ways extending diagonally to the direction of the playing field, certain of said last named ways being continuous and the remainder thereof being interrupted by said first named ways, said cruciform passage being colored to correspond with the squares contiguous to the extremities thereof.

1,400,696. TOY. Alfred B. Roseboom, Chicago, Ill. Filed Dec. 29, 1920. Serial No. 433,799. 3 Claims. (Cl. 46—40.)

1. In the combination of a toy, a base, a standard, a figure designed to represent an aerial performer, slidably mounted on said standard, a second figure likewise designed to represent an aerial performer pivotally mounted on said standard near the upper end, means for shooting said first figure upwardly into contact with the pivotally mounted figure and means on said second figure designed to automatically grasp said second figure and hold it in raised position until released.

1,401,001. GAME OF CARDS. John W. Smiley, Winchester, Ky. Filed Nov. 24, 1919. Serial No. 340,336. 5 Claims. (Cl. 46-25.)

1. A card game, comprising a red suit and a blue suit, each suit comprising two series of fourteen cards each bearing emblematic representations, all of said suit cards having three separate indicia in the peeps thereof, and a best bower independent of either of the suits for use in connection therewith, substantially as described.

1,400,942. TOY. William L. De Haven, Wichita, Kans., assignor to John W. Moyle, Augusta, Kans. Filed Feb. 7, 1921. Serial No. 443,287. 2 Claims. (Cl. 46—40.)

1. In a toy, the combination of an upright box having a transparent front and an upright partition spaced behind said front; a horizontal shaft journaled in the walls of the lower part of the box, an exterior hand-crank for rotating said shaft, a pulley on said shaft within the box, a rotary shaft journaled in the walls of the upper portion of the box and extending at right angles to the aforesaid shaft, a drive-belt passing around the upper shaft and said pulley, a crank on the upper shaft between said partition and the transparent front, and an articulated puppet comprising a head, trunk and limbs, the head being freely suspended from the crank on said upper shaft.

1,400,917. TOY VEHICLE. Thomas W. Spaulding, Baltimore, Md., assignor to Spaulding Ski-Kar Company, Inc., Baltimore, Md., a Corporation of Maryland. Filed Feb. 21, 1921. Serial No. 446,653. 1 Claim. (Cl. 208—113.)

A toy vehicle having a base or platform provided with front and rear supports, of which the former includes a steering fork, means for actuating the steering fork control the direction of progress of the vehicle, a seat supported by the base or platform near its rear end, propelling mechanism located beneath the base or platform, and actuating devices for the propelling means including a hand lever mounted upon the base or platform for oscillatory movement in a longitudinal vertical plane and a pitman extending from the lower end of said lever beneath the plane of the base or platform to the propelling mechanism, said seat being provided with depending chairs, the base or platform having parallel longitudinal guide bars for sliding engagement of said chairs, and a bolt carried by the seat for selective engagement with a series of openings in the base or platform.

1,399,840. RAG DOLL. Frank Barnard, Louisville, Ky. Filed Nov. 29, 1920. Serial No. 427,017. 6 Claims. (Cl. 46—40.)

1. In a rag doll, a head having a foundation of stuffed fabric, said fabric being slit in the position of the nose to allow the stuffing to protrude therethrough, and a nose shaped pocket having an open side and attached to the head foundation with the open side inward whereby to permit passage of the head stuffing into the nose.

1,399,855. SWIMMING DOLL. Albert L. Fierlein, Batavia, Ill. Filed Oct. 28, 1920. Serial No. 420,269. 7 Claims. (Cl. 46—40.)

1. A swimming doll having a body, a plurality of members adjustable relatively to the body, and automatically movable weighting material associated with the body, whereby the center of gravity is changed by changes in the position of the doll figure.

1,399,818. GAME DEVICE. Charles T. Stewart, Scotch Plains, N. J. Filed Feb. 4, 1921. Serial No. 442,360. 4 Claims. (Cl. 46—59.)

1. In a game device of the class described, a body portion provided with a ball cage member and forming in connection with the body portion ball receptacles adapted to receive a ball, said cage member having rotatably mounted legs by which it may be detachably connected with the body portion.

1,400,461. GAME. Tony Sacane, Gallatin, Pa. Filed July 6, 1920. Serial No. 394,154. 2 Claims. (Cl. 46—61.)

1. A game board for use with pool tables comprising a base adapted to be placed on one end of the table, parallel strips on the base at the rear edge thereof for forming pockets, rows of pegs located on the base in front of said pockets and a projection in front of each peg for preventing a ball coming to rest against the peg.

1,400,097. TOY AEROPLANE. Louis J. Perkins, Lewiston, Idaho. Filed Apr. 8, 1921. Serial No. 459,552. 2 Claims. (Cl. 244—12.)

1. A toy aeroplane comprising a fuselage, a rudder pivoted to said fuselage, an operating rod connected to said rudder, a link pivoted to the forward end of said rod, a lever having a branch pivotally and slidably connected to said link and provided with a slot, a weight having a rod provided with a pin slidable in said slot, and a sleeve slidably supporting said weight, said lever, said rod, said weight and said sleeve being housed entirely within said fuselage.

1,400,386. MUSICAL TOY. Engelbert Strobl, Baltimore, Md. Filed Mar. 17, 1921. Serial No. 452,970. 4 Claims. (Cl. 46—46.)

1. A musical toy having a rotary carrier, a knocker or tongue loosely suspended from the carrier and a series of sounding or resonating elements arranged in the path of movement of said knocker or tongue, the carrier consisting of an axially suspended spiral coil of ribbon, and said carrier and sounding elements being inclosed in a bell shaped housing of reticulated material.

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1,388,375 GAME. Joseph Carter, Saskatoon, Saskatchewan, Canada. Filed Mar. 17, 1921. Serial No. 453,094. 3 Claims. (Cl. 46—59.)

1. A game structure comprising a table with surrounding marginal portions rising above the surface of the table, with the bottom of the table of an elastic nature to rebound under blows, a playing element adapted to rest on the table, a pocket at one end of the table, and a mallet for tapping the under surface of the table adjacent to the end remote from the pocket, whereby blows delivered to the under face of and transmitted through the table will cause a playing element on the table to rise therefrom and, if the blow be properly directed, proceed to and drop into the pocket.

1,398,852. BUILDING TOY. Albert Paul Gilbert, Durham, N. C. Filed Feb. 4, 1920. Serial No. 356,156. 1 Claim. (Cl. 46—35.)

In the construction of toy buildings, the combination with panels which when placed edge to edge and assembled form the building, said panels being provided with a pair of rectangular recesses at either side of each corner, some of the panels having recesses intermediate the corners, and means consisting of a plurality of U-shaped clamps joined together at their closed ends, for connecting the edges of the panels together at the corners and at intermediate points, the rectangular recesses of adjacent panels co-operating to form a seat for the intermediate portion of the connecting means.

1,398,392. TOY VEHICLE. Frederick J. Reuter, Oakland, Calif. Filed Jan. 25, 1921. Serial No. 439,893. 2 Claims. (Cl. 208—37.)

1. A toy vehicle including a body, rear wheels on which said body is mounted, a frame on which the forward end of said body is pivotally mounted, a front wheel journaled in said frame, a lever pivoted to said frame and extending upwardly through the forward end of said body, a ratchet on said wheel, a frame including two arcuate members concentric to said lever pivot and an arm extending radially to said pivot and having a longitudinal slot through which said pivot extends, a link pivoted at one end to said frame and at its other end to said lever, ratchet teeth on the inside of each of said arcuate frame members for engaging the teeth at the upper and lower side of said ratchet respectively, the teeth on said members extending in opposite directions, a cam on the inside of the upper arcuate member rearwardly of the teeth on said member for engaging said ratchet and lifting the teeth of the upper arcuate member out of engagement with the teeth of said ratchet and the teeth on the lower arcuate member into engagement with the ratchet teeth, and a cam on the inside of the lower arcuate frame member forwardly of the teeth on said member for engaging said ratchet and drawing said teeth out of engagement with the ratchet teeth and drawing the teeth on the upper arcuate member into engagement with the ratchet teeth.

1,398,277. TOY PISTOL. Michael Pilnacek, New York, N. Y. Filed Jan 17, 1919. Serial No. 271,579. 1 Claim. (Cl. 42—54.)

A toy pistol embodying a barrel provided with an open forward end adapted to receive a pellet embodying an explosive charge, a partition extending across the barrel intermediate its ends and provided with an aperture, said partion dividing the barrel into a forward firing chamber and a rear operating chamber, a firing pin extending through the operating chamber and projecting through the aperture in the partition, a spring seated within the rear end of the barrel and exerting a forward pressure on the firing pin, a lever co-operating with the firing pin, a spring co-operating with the lever for manipulating the lever forwardly to actuate the firing pin, an additional spring for maintaining the firing pin in co-operative relation with said lever and a trigger for normally holding said lever in restraint, whereby when the trigger is actuated the lever is released and operates the firing pin for the purpose of exploding the explosive charge.

1,398,426. FIGURE WHEELED TOY. Katherine B. Fuld, Baltimore, Md., assignor to William Fuld, Baltimore, Md. Filed Jan. 11, 1921. Serial No. 436,419. 2 Claims. (Cl. 46—45.)

1. A toy comprising, in combination, a wheel-equipped platform, a figure having a body portion, an oscillating member pivotally connected to said body portion and having a cam surface thereon, means connecting the wheel members and said oscillating member to actuate the latter in the movement of the former, and a second figure pivoted to the body portion of said first figure and having its free forward end resting on the cam surface of said oscillating member to be rocked by the movements thereof.

1,398,745. TOY BED. Bennett Coleman Silver, Chicago, Ill. Filed June 13, 1921. Serial No. 477,194. 3 Claims. (Cl. 5—9.)

1. A toy bed comprising in combination head and foot members each including an inverted U-shaped member of wire bent to provide a pair of corner posts and a cross connecting member, a pair of separated transverse bars of wire extending between the lower portions of the posts of each of said members, a pair of side rails of wire at each side of the bed each having one of its ends pivotally connected to the upper cross bar of one member and to the lower cross bar of the other member, whereby the side rails at each side of the bed extend in criss-cross fashion longitudinally of such side, a cross bar of wire extending between the lower end portions of the side rails adjacent to the head of the bed, a cross bar of wire extending between the lower end portions of the side rails adjacent to the foot of the bed, a pair of longitudinally extending slats of wire having their foot ends secured to the cross bar between the side rails at the foot of the bed and their head ends resting upon the cross bar between the side rails at the head of the bed, and hooks on the head ends of said slats adapted to engage the lower cross bar of the head of the bed when the bed is in working position, substantially as described.

1,399,212. TOY VEHICLE. John Hickman Hyde, Louisville, Ky. Filed Mar. 15, 1921. Serial No. 452,455. 3 Claims. (Cl. 208—165.)

1. A child's vehicle including a body, a front steering wheel adjustably connected thereto, rear hangers on the body having inclined portions, a cross strip straddling and slidable on the inclined portions of the hangers, a wheel supported axle carried by said strip and co-operating with the hangers for holding the strip in engagement with the hangers, and co-operating means upon the axle and body for holding the axle and strip in any position to which they may be adjusted relative to the hangers.

1,399,247. INDESTRUCTIBLE TOY TRAIN. Robert Edward Bloomfield, Bagdad, Fla. Filed June 8, 1920. Serial No. 387,309. 1 Claim. (Cl. 46—48.)

A movable toy consisting of a substantially solid rectangular body formed of a single piece of material having substantially flat sides provided with lower recesses and transverse bores connecting the recesses, wheel axles extending through the bores and terminating flush with the side faces, and wheels on the axles whose upper portions are disposed wholly within the said recesses and whose outer sides are wholly exposed flush with the body side faces.

1,399,537. TOY. Jerome Z. Bayliss, Cleveland, Ohio, assignor of one-half to Arthur E. Merkel, Cleveland, Ohio. Filed May 20, 1919. Serial No. 298,383. 7 Claims. (Cl. 124—14.)

1. In a toy, the combination with a projecting device; of a projectile adapted to be mounted on the latter and having the general contour of a boomerang; said device being provided with a guide fitting a concave portion of said projectile.

1,399,667. TOY AUTOMOBILE. Charles J. Sladek, Chicago, Ill. Filed Dec. 12, 1919. Serial No. 344,362. 5 Claims. (Cl. 46—48.)

1. A toy automobile comprising a body, wheels supporting the body, gears having driving connection with certain of said wheels, rubber bands connected to said gears, a device for twisting said rubber bands, a crank for operating said device, means for controlling direction of operation of said crank, and a manually operated element for controlling the operation of said last named means.

1,399,133. GAME. Emil L. Loeser, Watertown, Wis. Filed Feb. 24, 1920. Serial No. 361,050. 3 Claims. (Cl. 46—25.)

1. A game including a plurality of pairs of cards, one card of each having delineations thereon indicative of a destructive mental attitude and the other card of each pair having delineations thereon indicative of the opposite or a constructive mental attitude, the cards indicative of a destructive mental attitude when played being covered by a card indicative of a constructive mental attitude thus illustrating to the players how mental attitudes of one type or class may be counteracted by mental attitudes of the opposite type or class.

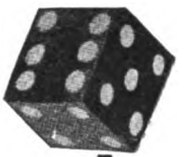
Statement of the Ownership, Management, Circulation, Etc., Required by the Act of Congress of August 24, 1912,

of Toys and Novelties, published monthly at Chicago, Illinois, for October 1, 1921.

State of Illinois, County of Cook—ss.

Before me, a notary in and for the State and County aforesaid, personally appeared F. McElwain, who, having been duly sworn, according to law, deposes and says that he is the editor and manager of Toys and Novelties, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of

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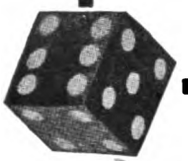
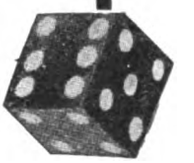



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1. That the names and addresses of the publisher, editor, managing editor and business managers are:

Publisher, Toys and Novelties Pub. Co., 215 S. Market St., Chicago.

Editor, F. McElwain, Chicago, Ill.

Managing Editor, none.

Business Managers, F. McElwain and H. S. Fisk, Chicago, and New York City.

2. That the owners are: (Give names and addresses of individual owners, or if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.)

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3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities, are: (If there are none, so state.)

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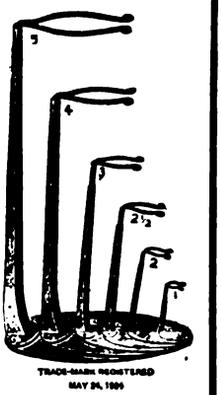
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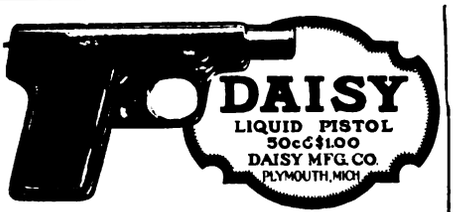
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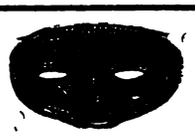
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No Evidence.

A Tokyo Girl—"See, these are all the beauty preparations that I use, all imported from France and America."

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The porter in a Japanese office not infrequently sleeps on the premises. But he must have the necessary equipment, as the following letter from an agent to a principal reveals:

Dear Sir:

In accordance to your esteemed conversation of other day for lodging the servant at this office, we consider we must provide to him the bed or sleeping tools. Please inform us that you could approve the expense to purchase this tool.

Awaiting your esteemed reply we, dear sir,

Yours faithfully,

T—— A——.

The Horrors of Disarmament.

First Sailor (searching vainly for his ship after a few hours' leave)—"But she was 'ere when we went ashore, wasn't she?"

Second Sailor—"It's them blokes at Washington. They've started scrappin' the Fleet, an' begun on us."—*Punch (London)*.

A Family Affair.

"Did you give the penny to the monkey, dear?"

"Yes, mamma."

"And what did the monkey do with it?"

"He gave it to his father, who played the organ."—*Boston Transcript.*

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Will Shoot a Long Distance With Accuracy

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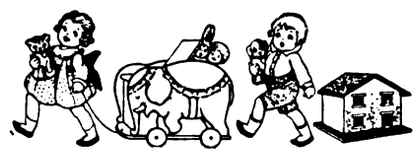
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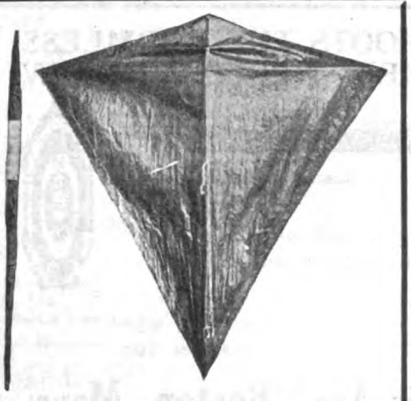


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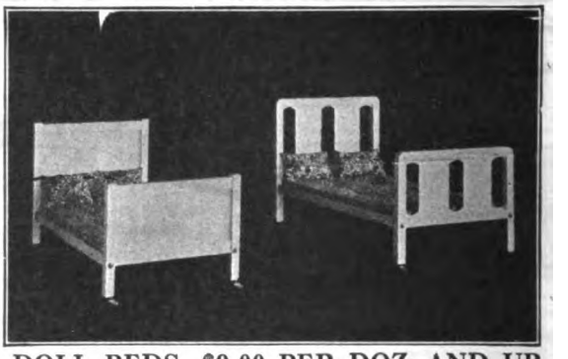
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Congress would accomplish more with fewer "blocs" and more tackle.—*Columbia Record.*

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Out West, in the corn belt, the farmers have found a way to beat the coal men. They grow their own fuel.—*Detroit Free Press.*

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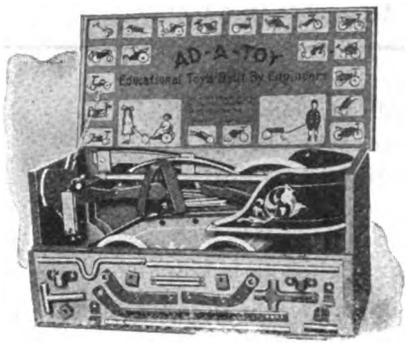
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Fascinating Action
THE COLOR WHIRLER



Is new in principle because it will give the child both a toy vehicle and color display.
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Has no corners to injure child or furniture. Can be used in or out of doors.
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Write for details and price list and send 50 cents for either one or 80 cents for both samples postpaid.

Color Whirler Novelty Mfg. Co.
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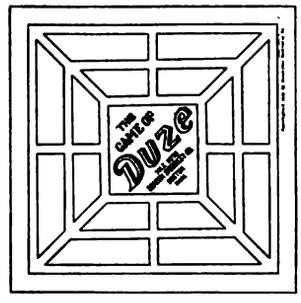
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COMPLETE NEW LINE
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SNAPPING MOTTOES AND FAVORS



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25 Numbers
25c to 1.00 RETAIL 25c to 1.00
PUSH AND PULL TOYS—HORSES WAGONS—ACROBATS, ETC.
Wonderful Workmanship and Artistic Finish
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Advertisements under this heading are five cents per word payable in advance.

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Offer to the right man a position of exceptional attractiveness as Buyer for their Toy and Sporting Goods Department.

Such a man will have thorough knowledge of merchandise and market in his line, combined with taste and executive ability.

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Applications, by letter only, should be made immediately to H. G. S. and will be treated in strict confidence.

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Brooklyn, N. Y.

FOR SALE—A store doing business and enjoying best of trade for past 40 years, handling toys, novelties, baskets, very large line of fishing tackle, line of baseball goods, all kinds of toy wheel goods and baby coaches. Can be bought for a cash proposition, owner wishes to retire from business. Address W. L. Wunder, 529 Penn street, Reading, Pa.

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WANTED—To hear from reliable manufacturers who will manufacture a simple wood and metal toy for me. I expect good sales from interest model is creating. J. F. Beckner, 115 Chart street, Plainwell, Mich.

WANTED—Salesmen selling sporting goods or toys to jobbers or dealers for attractive sideline on commission. Address B. A., care Toys and Novelties.

WANTED—Salesman to take as sideline best advertised games, 15 per cent commission. Ad-Craft, Inc., 305 Walnut street, Philadelphia, Pa.

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The Seeing Eye.

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Improved Specifications.

Manager (to applicant for office boy vacancy)—"Aren't you the boy who applied for this position a fortnight ago?"

Boy—"Yes, sir."

Manager—"And didn't I say I wanted an older boy?"

"Yes, sir. That's why I'm here now!"—*London Evening News.*

Order Out of Order.

Maid—"Madam, our telephone doesn't work."

Mistress (impatiently)—"Ring Information and ask why."

The reason nations can't decide concerning their duty to Russia is because she is too rich to neglect and too big to spank.—*Mansfield News.*

What did Mr. Tumulty see "in the White House looking-glass"? Only one guess is allowed each person.—*New York Evening Mail.*

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THE MARTINIQUE



(Affiliated with Hotel McAlpin)
Broadway, 32nd and 33rd Streets
NEW YORK CITY

SITUATED IN CENTRE OF SHOPPING DISTRICT - Adjacent to Theatre Section

Entrance from Hotel to New York Subway and Hudson Tubes affording direct communication with the Pennsylvania and Grand Central Stations, also general Post Office and Railroad Stations at Jersey City. . .

The Restaurants offer a truly McAlpin Service - with Club Breakfasts, Special Luncheons and Dinners, also a la Carte Service - - All at moderate prices.

600 ROOMS - PLEASANT ROOMS FROM $2.50 UP - -

FRANK E. JAGO - Resident Manager

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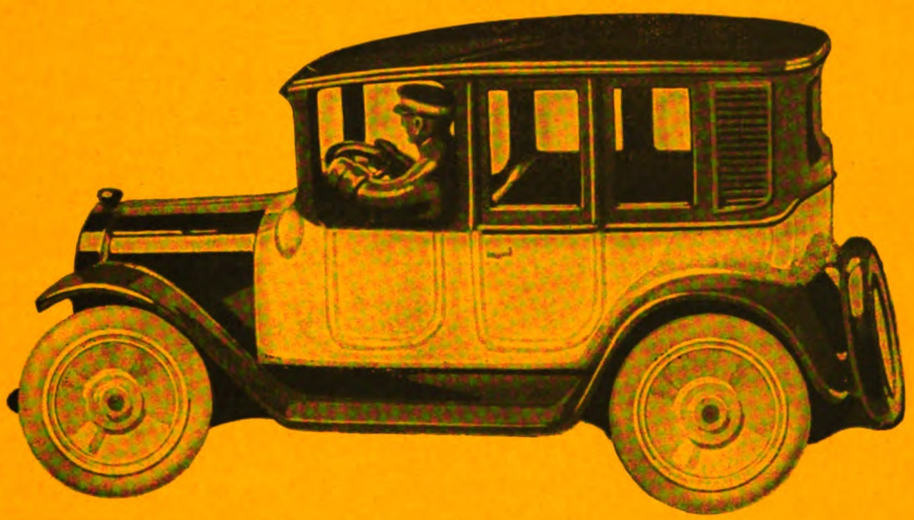
Our Latest and Most Attractive Toy

THE YELLOW CAB

"Ask For A Yellow"

See It at the New York Toy Fair in a Special Display

Room 718, Hotel Breslin



Every Kid Is Wild About the Yellow Cab

This cab is packed, each in paper carton, one dozen in heavy wood case; gross weight 60 lbs. to the case. It is made of cast iron, modeled after the well known Yellow Cab Taxi and attractively finished in identical colors. Write for sample.

An announcement of the Yellow Cab appeared in the Freeport Daily Journal-Standard, Friday afternoon, December 9, 1921. Display was installed in window with 16-foot back, 5 feet deep, and a 9-ft.-6-ft. frontage, being opened to the public the same day. Within three days the owner of this store, a large distributor of toys, made voluntary statement, confirmed by letter, as follows: "The display of your 'Yellow Cab' in our show window has been the best drawing card we have ever had. There has been an almost continuous crowd of interested customers. The sale has been very satisfactory. We would predict a large sale for this novel toy."

The same display can be reproduced at small expense in any other city, both as an "ad" for selling the toy and for promoting Yellow Cab Taxi service. We can furnish photo of the display with clean cut details.

Your Jobber Will Supply You

ARCADE MANUFACTURING COMPANY

1212 E. Shawnee Street **FREEPORT, ILLINOIS, U. S. A.**

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Bradley's

THE WORLD'S BEST GAMES

MORE POWER

The earnest ambition of every dealer is to exchange the merchandise on his shelves for money to drop into his cash drawer. The greatest power to expedite such an exchange is national advertising.

Bradley advertising in the past years has proven itself a tremendous force in bringing good customers to every dealer in Bradley Games. This advertisement is

An Early Announcement To Early Buyers

that more advertising power will be devoted to moving Bradley Games this year than ever before. The Bradley advertising for 1922 constitutes the greatest campaign ever attempted by a manufacturer of games. The list of publications used will reach every magazine reading home in the United States, bringing Bradley Games before prospective customers in every walk of life and in every locality.





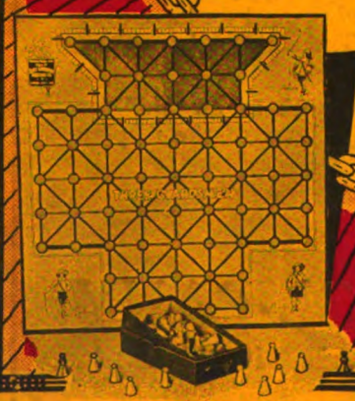






MILTON BRADLEY COMPANY
SPRINGFIELD, MASS.
New York Office: 221 Fourth Ave.
"On the Subway—One block from Broadway"



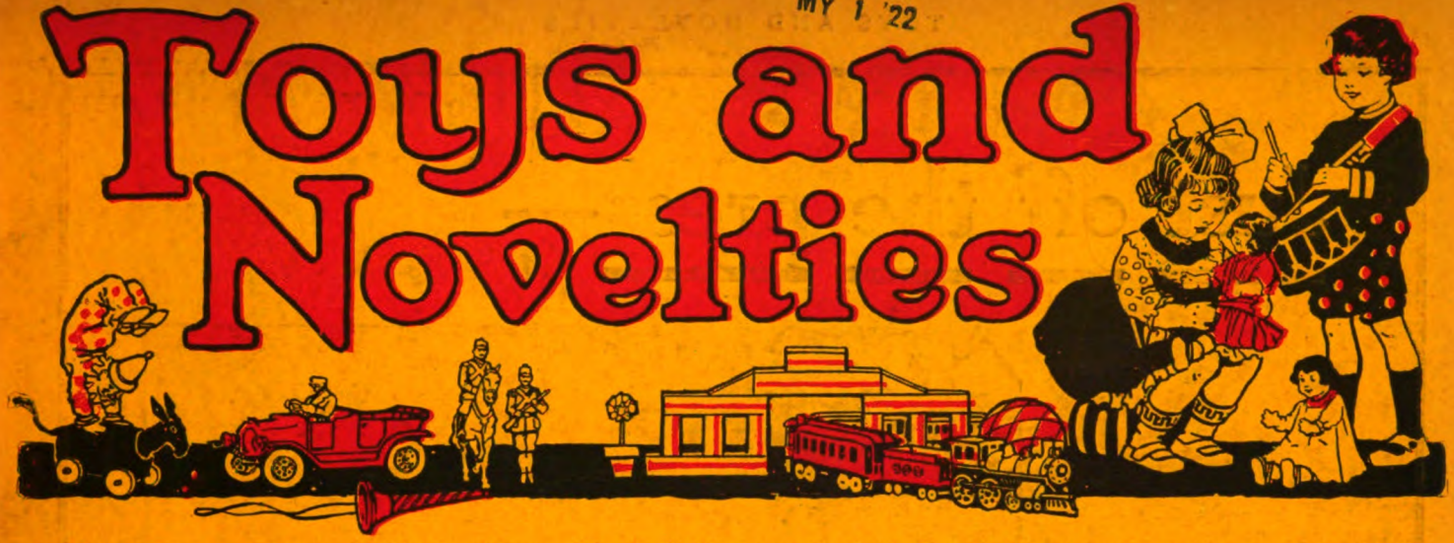




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MY 1 '22

Toys and Novelties



Published monthly at 215 So. Market St., Chicago, Illinois. $2.00 a year in U. S. A.; $2.50 in Canada; $3.50 in foreign countries.
Entered as second-class matter, December 21, 1914, at the postoffice at Chicago, Illinois, under the act of March 3, 1879.

VOL. 19 | CHICAGO, FEBRUARY, 1922 | No. 2

Bradley's
THE WORLD'S BEST GAMES

Two Great Features
of the
Toy Fair Show

BRADLEY'S GAMES
McLOUGHLIN BOOKS

Exhibited in New York
at 221 Fourth Avenue

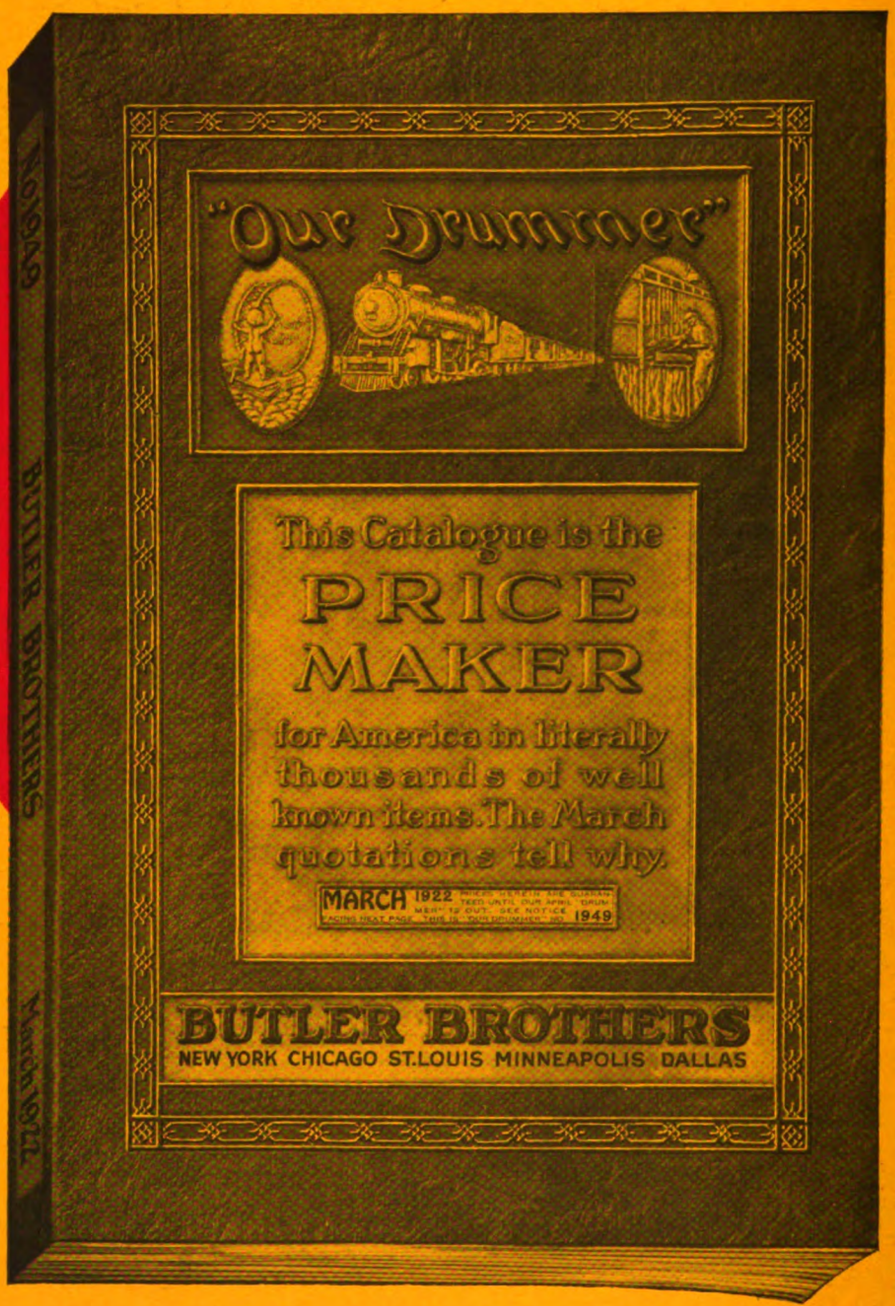
In Chicago at the
Palmer House—Room 418

Don't Miss Seeing Them!



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Just off the press—



This great Spring issue of "Our Drummer" catalogue is being mailed as rapidly as the presses can deliver.

DON'T MISS IT!

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

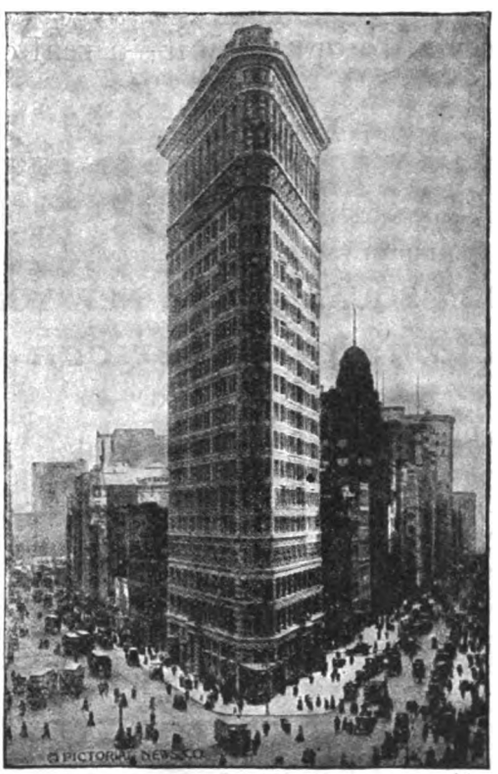
NEW YORK CHICAGO ST. LOUIS MINNEAPOLIS DALLAS

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The PARKER GAMES

The Largest Selling and Most Famous Games in the World

BRER RABBIT
SUNNY MONDAY
INDIAN BEADS
GIANT SOLDIERS
TOY TOWN GAMES
SPELLING BEE
RING THE PIN
CRAZY TRAVELLER
DUTCH TEN PINS
GAME OF OZ
EAST IS EAST
ACROSS THE CONTINENT

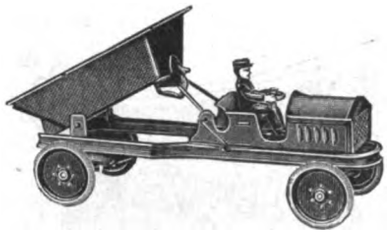


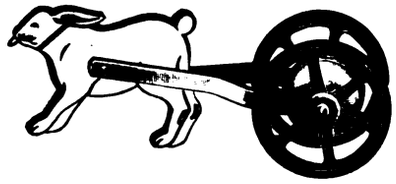
PING-PONG
POLLYANNA
PIT
ROOK
FLINCH
WHIRLPOOL
OPERA HOUSE BLOCK
BAKING SETS
COW'S IN THE CORN
FIVE WISE BIRDS
CLOCK TIDDLEDY WINKS
DUTCH TEN PINS

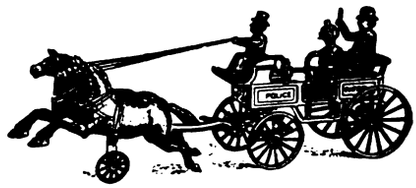
PARKER BROTHERS, INC.

SALEM, MASS., and FLAT IRON BUILDING, NEW YORK, N. Y.

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THE LARGEST
PERMANENT AMERICAN TOY FAIR

Our 1922 Lines Are Ready

You will find all of our old factories represented. Many new features characterize their lines, and new lines have been added. For their ingenuity in manufacture, for their quality and price, and for their attractiveness they are second to none.

Our toys, admittedly the best displayed, are so conveniently exhibited as to afford the buyer a comprehensive view of each separate line to facilitate his selection.

We invite you to our exhibit—a real children's paradise.

RIEMANN, SEABREY CO.

DIRECT FACTORY REPRESENTATIVES

11-15 UNION SQUARE WEST, NEW YORK CITY

"The Home of American Toys"

REPRESENTING

FACTORIES:

Kingsbury Mfg. Co.
Kenton Hardware Co.
Whitney Reed Corp.
Noble & Cooley Co.
Mason & Parker Mfg. Co.
Whitney Bros. Co.
N. N. Hill Brass Co.
Grey Iron Casting Co.
Atascadero Toy & Doll Factory Inc.
Watrous Mfg. Co.
J. & E. Stevens Co.
Lindstrom Tool & Toy Co.
Nonpareil Toy & Nov. Co.
Roy Brothers
Geo. W. Morris
S. A. Smith Mfg. Co.
Standard Tank & Seat Co.
Ideal Nov. & Toy Co.







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GREY IRON TOYS

REPRESENT FORTY YEARS OF SERVICE

GREYKLIP ARMIES







SET No. 6 - BATTERY F.

SEE OUR COMPLETE LINE ON DISPLAY AT

Riemann Seabrey Co.

11-15 Union Square West, New York City





BANKS TRAINS

STOVES and RANGES

TOY HAMMERS

TOY HATCHETS SCOUT AXES

CHRISTMAS TREE HOLDERS

ICE WAGONS TOY TOOLS

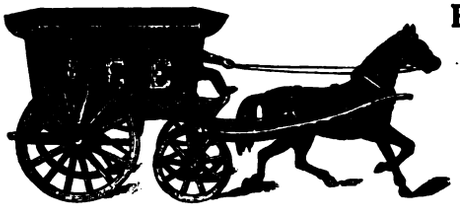
TOY SAD IRONS

JACK STONES PRIZE PACKAGE TOYS



American Art Toy Furniture

FOR THE DOLL HOUSE



Get Our Catalog





GREY IRON CASTING CO.

MOUNT JOY, PA.

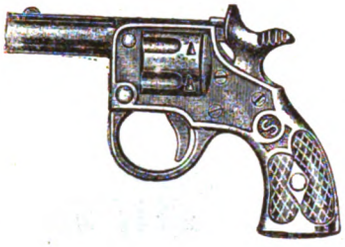
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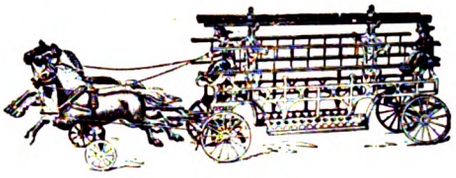
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Riemann Seabrey Co.
11-15 Union Square West

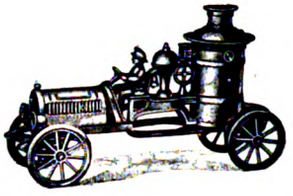
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Crowell Lehnhardt Co.
86 Warren St., New York

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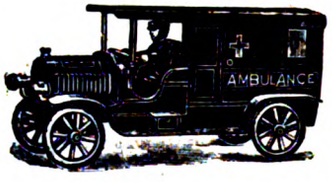
"KENTONTOYS"

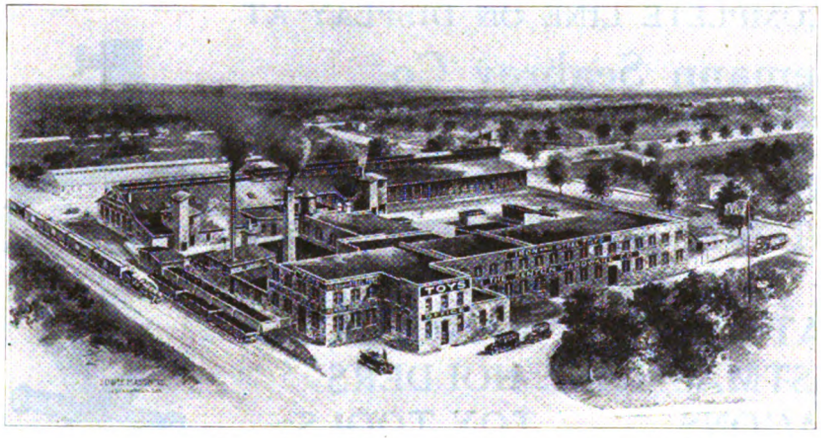








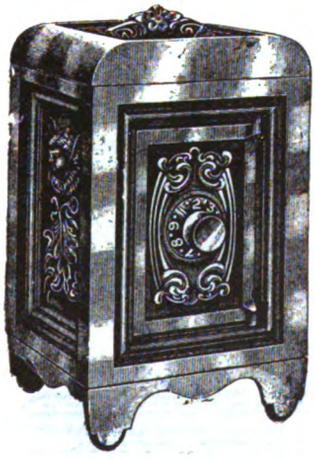


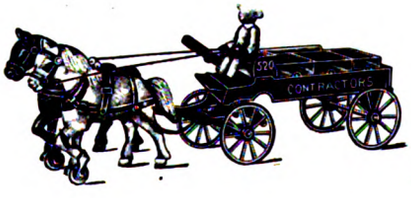


WHERE THEY ARE MADE

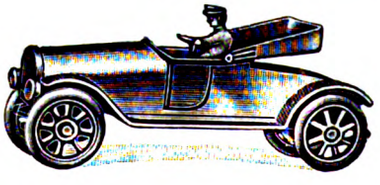














THE KENTON HARDWARE CO.

KENTON, OHIO

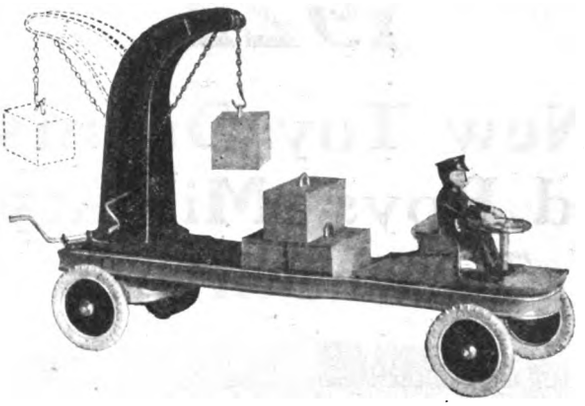
Office and Salesmen for the United States and Canada:
RIEMANN, SEABREY CO.
11-15 Union Square West, New York City

MEMBER TOY MFRS. U.S.A. AMERICAN TOYS

Export Office and Salesmen:
THE UNITED MFRS. CO.
365 West 23rd Street, New York City

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Kingsbury Toys



No. 748 AUTO DERRICK

A real derrick mounted on our standard automobile chassis. Turning the upper crank raises or lowers the load. The lower crank revolves the derrick around a complete circle. Finished in red gloss enamel, with black derrick and blue wheels. It is equipped with powerful flat steel spring motor, and disc wheels with "oversize" non-skid rubber tires — both features exclusive to Kingsbury Toys.

"The Finest Line of Automobile Toys in America"

Kingsbury Manufacturing Co.

KEENE, N. H.

New York Office and Salesroom: 11-15 Union Square West, New York

Represented by Riemann, Seabrey Co.

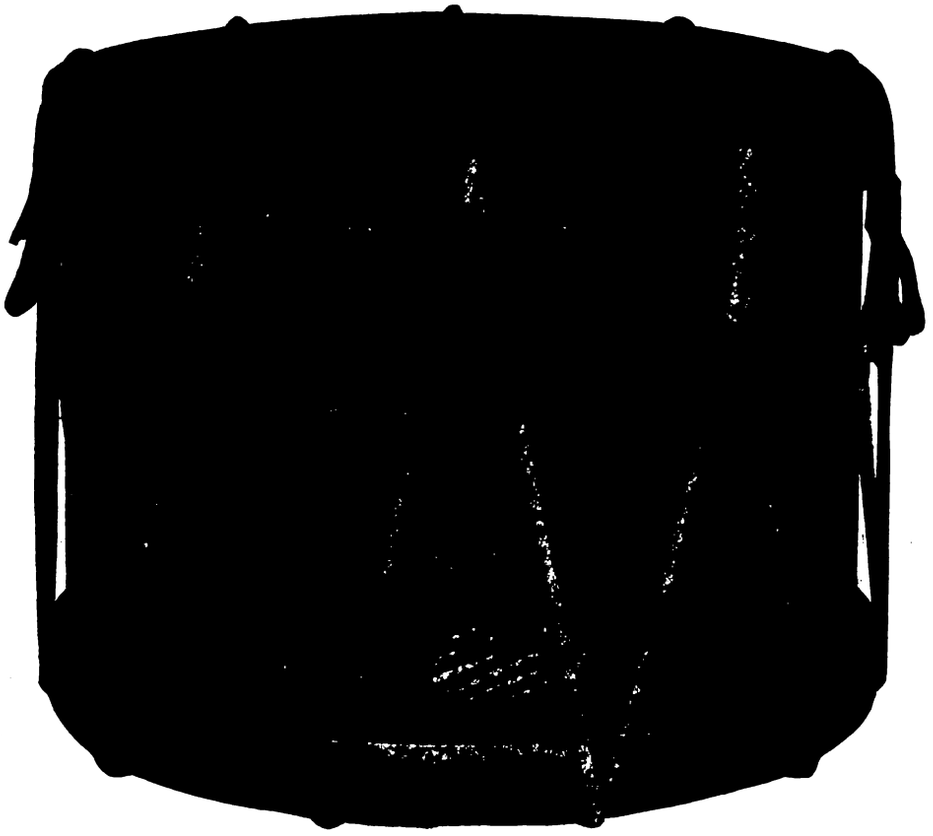
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NOBLE & COOLEY CO.

Granville, Mass.

1922

New Toy Drums
Improved Boys' Military Drums
Tambourines



The Drum illustrated above was made by us in 1872 and is now with our sample line at our New York Salesroom.

PLEASE SEE IT

New York Salesroom

Riemann Seabrey Co. **11-15 Union Sq., West**

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No. 74



POPULAR PRICED DOLLS

For Immediate Delivery

Manufactured from the best materials according to our customary high standards. Handsome to look at, easy to sell at a fair profit.

No. 74 . . . . Size 15 inches

Send for Samples and Prices

"THE DOLL WITH THE HUMAN VOICE"
Made exclusively by
50 STYLES *Effanbee* **$18 Per Doz. and Up**

Effanbee DOLLS

Fleischaker & Baum

45 EAST 17th STREET
NEW YORK

Effanbee DOLLS

MORE POPULAR PRICED DOLLS

Are sold annually than at higher prices. No. 383 which is illustrated here is a mighty nice doll calculated to attract notice which means a sale half made. This doll is a great business stimulator. Size 12 inches.

Send for Samples and Prices

DOLLS THAT WALK AND TALK
DOLLS THAT SAY "MAMA" and "PAPA"
DOLLS THAT SLEEP and CRY
Effanbee **Means Finest and Best**

No. 383



AMERICAN TOYS

AT THE CHICAGO TOY FAIR
FOLLOW THE GREEN LINE TO PARLOR "L"
WALTER WILL BE THERE AS USUAL

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AMERICAN TOYS FOR AMERICAN CHILDREN

BE SURE TO VISIT OUR EXHIBIT
WHEN IN THE MARKET

OVER 300 MANUFACTURERS' LINES ON DISPLAY

TOYS AMERICAN B&B NOVELTIES COMPANY BAKER & BENNETT CO. NEW

No Buyer Has Completed His Investigation of the Market Until These Manufacturers' Lines Have Been Investigated

EXCLUSIVELY AMERICAN MADE TOYS

OUR EXCLUSIVE LINES ARE NOT SHOWN
ANYWHERE ELSE IN NEW YORK

Our lines will be on display at the Palmer House, Chicago, Ill., during the month of April. Rooms 454, 456, 482, in charge of Mr. C. W. Ely and Mr. W. W. Vail.

BAKER & BENNETT COMPANY
873 Broadway, Corner 18th Street New York

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HORSMAN CHUBBY DOLL



with the Lloyd Patented

Ma-Ma Voice

The Big Sensation of 1921

1922 Line Now Ready



We have created the most remarkable line of

WALKING AND TALKING DOLLS

for 1922, over 100 new numbers, in a full range of sizes, both painted hair and with wigs and moving eyes.

CHUBBY DOLLS WILL SELL EVERY DAY IN THE YEAR

SEND FOR SAMPLES
From Which to Select Your Order

E. I. HORSMAN & AETNA DOLL CO.

15 UNION SQUARE WEST, NEW YORK CITY

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Schoenhut Toys

Made in the U. S. A. since 1872



This is the Fiftieth year for SCHOENHUT'S Toy Pianos. For a genuine "Schoenhut" Toy Piano, **look for the name "SCHOENHUT"** on the front of each Toy Piano.

Toys with Exceptional Educational Possibilities

American Toys of Quality

Schoenhut's Variety of over 600 different Toys, for sale by all leading Wholesalers and Jobbers in the U. S. A. and Canada.

OUR LINE

Toy Pianos Toy Piano Stools
Metallophones Xylophones
Trinity Chimes
Toy Guns and Swords
Soldier Equipments
Shooting Galleries
Naval War Toys
Big Game Hunter
Target Toys
Rolly-Dolly Toys
Modlwood Construction Toys
Painted Wooden Trains, etc.
Fine Doll Houses and Bungalows, etc.
Toy Wooden Boats
Alphies (A-B-C Blocks)
Schoenhut's
All-Wood Dolls
Schoenhut's All-Wood
WALKABLE Dolls
Walking Wallapus
Clubby Clowns
ARITHM-A-LETTA
Indoor Golf



The Humpty Dumpty Circus Toys, etc., etc., with Tents, Animals, Actors and Accessories.

NOTICE!

"Schoenhut" Dolls, Rolly-Dolly Toys, and Alphie Blocks will sell good for Easter Novelties. Place your order **at once.**

THE A. SCHOENHUT COMPANY

SOLE MANUFACTURERS **Established 1872** **PHILADELPHIA, PENNA., U. S. A.**

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Schoenhut Toys

SCHOENHUT'S ALL-WOOD DOLL *WITH* "Moving Eyes"



16/316B



16/316C

The Schoenhut ALL-WOOD Doll—an American-made doll that has proved to be far superior in every way to any doll ever imported from foreign Dolldom. It is almost unbreakable, being made entirely from wood, and fully jointed with patented steel spring hinges having double spring tension and swivel connections.

THE WALKABLE DOLL



Schoenhut's All-Wood WALKABLE DOLL that can be led by the hand, and will walk like a real little tot.

"ALPHIES"

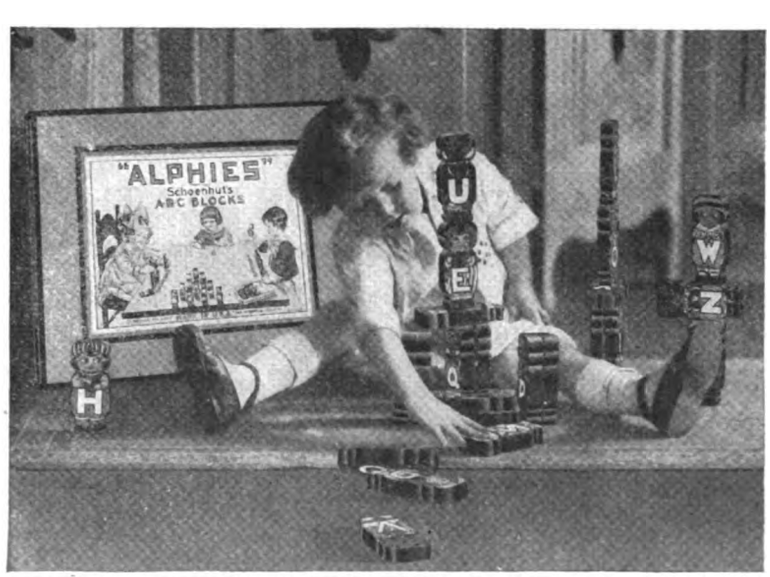
A SUCCESSFUL NOVELTY IN

A-B-C BLOCKS

This new Toy proved a BIG SUCCESS last year.

Sales will double or triple this year. **Order Early.**

Will prove a good Easter Novelty, if properly displayed.

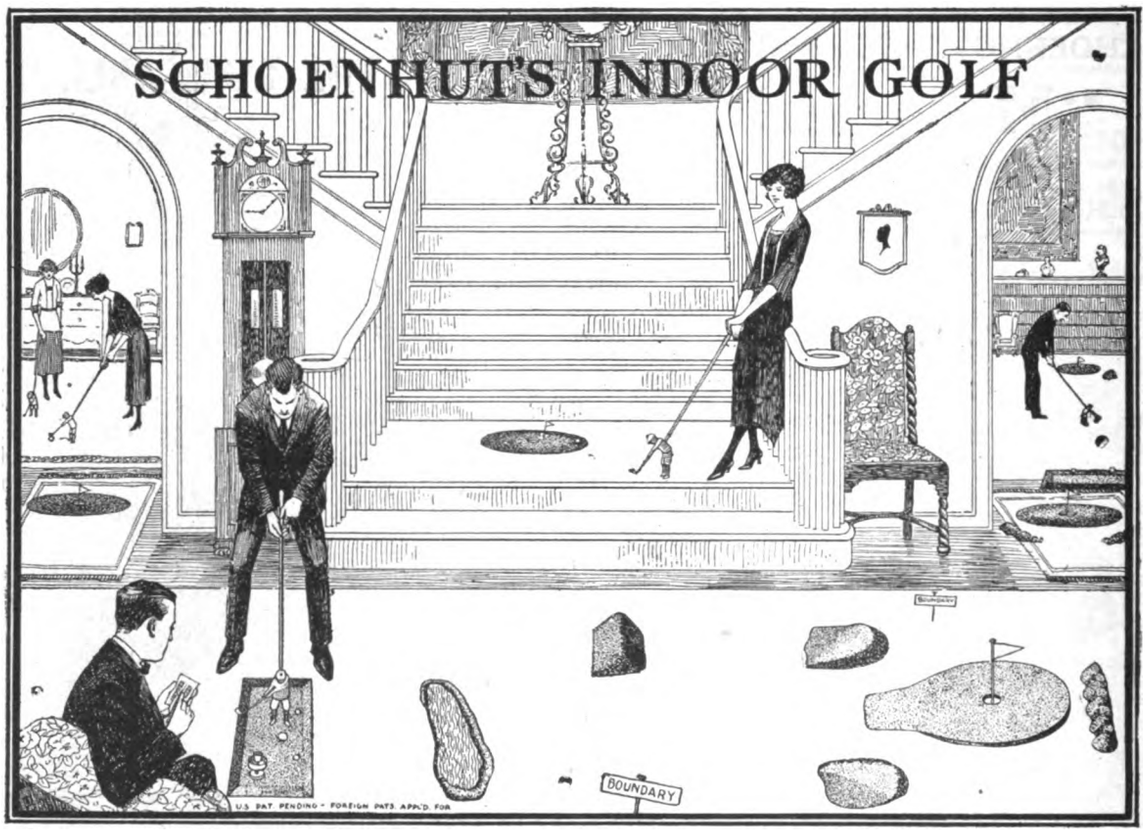


THE A. SCHOENHUT COMPANY

SOLE MANUFACTURERS **Established 1872** **PHILADELPHIA, PENNA., U. S. A.**

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THE GREATEST INDOOR GAME OF THE 20th CENTURY



The New American Golf Game—Schoenhut's Indoor Golf

With Which You Really Play Golf!

NO MATTER whether the greens of your golf course are covered with snow, or your caddie bag stands mournfully in a corner of your locker, you needn't forswear the delights of the game until spring comes again.

Here is a new game in which you really play your shots—into bunkers, or over them, onto the green with a clean approach, and run your putts—or miss them—just as you do outdoors.

It's in miniature, of course; but the little player at the end of the club who swings manfully at the little ball does so just as you make him do it—yours is the glory, or the foozle.

AN IDEAL GAME FOR THE HOME OR CLUB
Send for Illustrated Circular and Prices at Once

Its Recent Preliminary Introduction in New York City and Philadelphia Has Been a Phenomenal Success.

A Sample Order Will Convince You of Its Wonderful Merits

NOTICE!! We are exerting all our energy and efforts to produce this game in large quantities, but the immediate demands may temporarily tax our production. In justice to all we will ship orders in the rotation they are received.

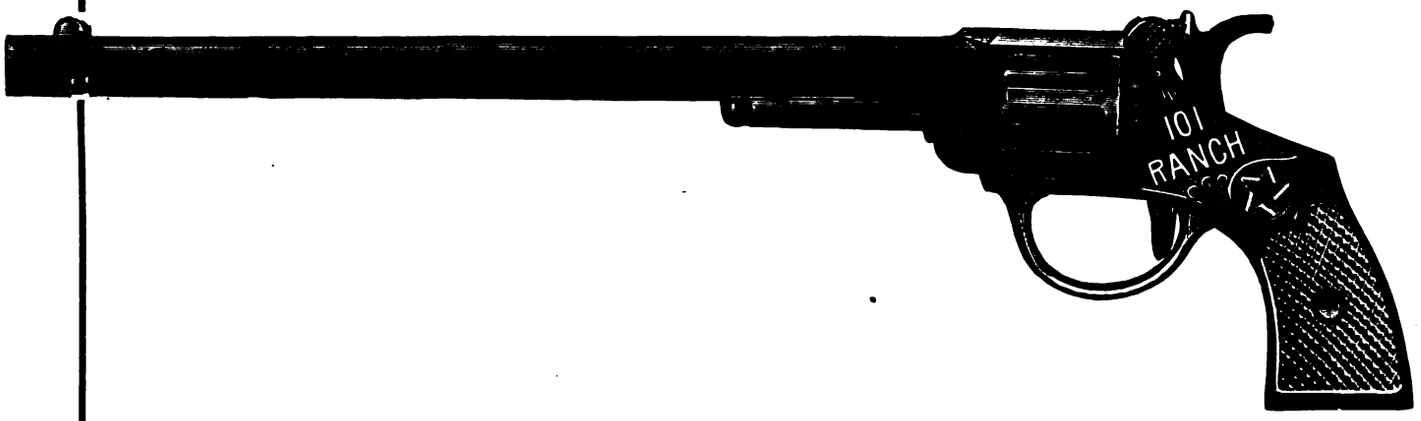
We Advise You Not to Delay Your Order!

SCHOENHUT'S INDOOR GOLF—"TOMMY GREEN" is fully protected by patents already allowed and all infringements will be speedily prosecuted.

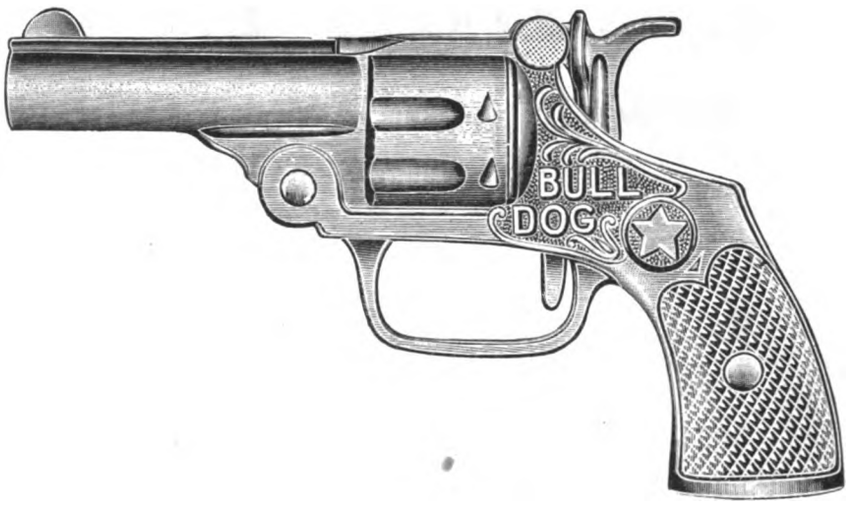
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ESTABLISHED 1872 **PHILADELPHIA, PA.**

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Always Popular Among the Larger Numbers



Just 3

Of Our 12

Styles and Sizes

An Up-to-date Model



Of Latest Designs

Of Paper Cap Pistols

A Pocket Edition

Makers of All Kinds of Iron Toys

THE HUBLEY MANUFACTURING CO.

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Direct Representatives
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LOUIS WOLF & CO.

Importers and Manufacturers

Imported and American

DOLLS and TOYS

NOW ON DISPLAY AT OUR NEW LOCATION
268-276 FOURTH AVENUE
N. W. Cor. 21st St., N. Y.

GENERAL DISTRIBUTORS OF
Unique Art Mfg. Co.
Mechanical Toys



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FASTEST SELLING ITEMS OF ALL MECHANICAL TOYS

EVERY PIECE GUARANTEED

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Announcement

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are now located in their new and commodious quarters

268-276 FOURTH AVENUE

(N. W. Corner of 21st Street, New York)

comprising two entire floors devoted exclusively to samples of

DOLLS and TOYS

of every description, an unusual assortment of extensive and varied lines now complete and on display.

You are cordially invited to visit our new showrooms.

LOUIS WOLF & CO.

Phone: Gramercy 1607-8-9
268-276 Fourth Av., New York

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COMPLETE LINE SHOWN AT NEW YORK TOY FAIR, HOTEL BRESLIN, ROOMS 715-722-724.
COMPLETE LINE SHOWN AT CHICAGO TOY FAIR, HOTEL MORRISON.

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RECORD BREAKING VALUES



GILBERT TOYS

THAT RETAIL AT $1.00

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SEE US AT THE TOY FAIR—IN THE FIFTH AVENUE BUILDING

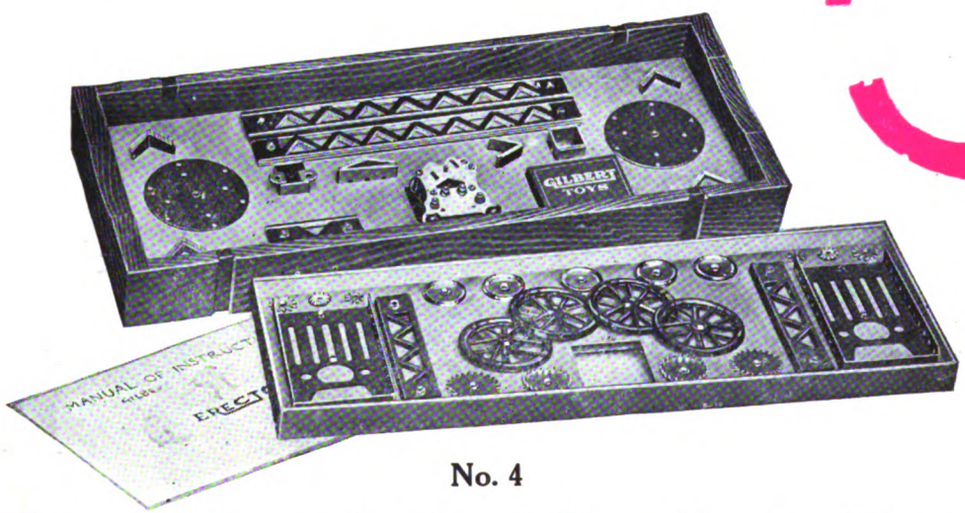
BIG PRICE REDUCTIONS

THE FAMOUS ERECTOR

No.	1	Was $ 1.50	Now	$ 1.00
No.	3	" $ 3.50	"	$ 3.00
No.	7	" $15.00	"	$10.00
No.	8	" $25.00	"	$20.00
No.	10	" $35.00	"	$30.00

WITH UNIVERSAL 110 VOLT MOTOR AS WELL AS BATTERY MOTOR

This Set Was $10.00 NOW $5



No. 4

This was formerly No. 6. Now No. 4. Motor Assembled. Wooden Box, Cardboard Cover with Four Color Label. New 64 Page Book of Big Models.

BIGGER DEALER PROFITS

More Models - More Display Material

GILBERT TOYS NATIONAL ADVERTISING

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SEE US AT THE TOY FAIR—IN THE FIFTH AVENUE BUILDING

RECORD BREAKING VALUES

Erector, Senior

COMPLETELY SET UP WHEEL TOYS IN BIG DISPLAY BOX WITH DESCRIPTIVE LABEL

3 Big Sets

No. A			$2.50
No. B	was	~~$10.00~~ now	$5.00
No. C	"	~~$15.00~~ "	$10.00

Will Rival the Success of Erector

Also Builds Life Size Machinery



GILBERT TOYS

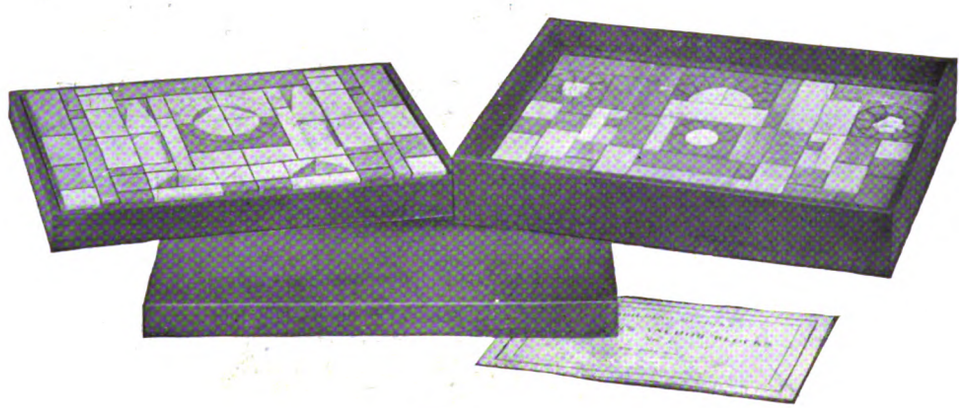
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SEE US AT THE TOY FAIR—IN THE FIFTH AVENUE BUILDING

BIG PRICE REDUCTIONS

GILBERT ANCHOR BLOCKS

AMERICAN CHEMICAL INGENUITY HAS PERFECTED THESE STONES SO THAT THEY EXCEL IN QUALITY AND FINISH ANY STONES MANUFACTURED AT HOME OR ABROAD.



No. 6

And the Prices--

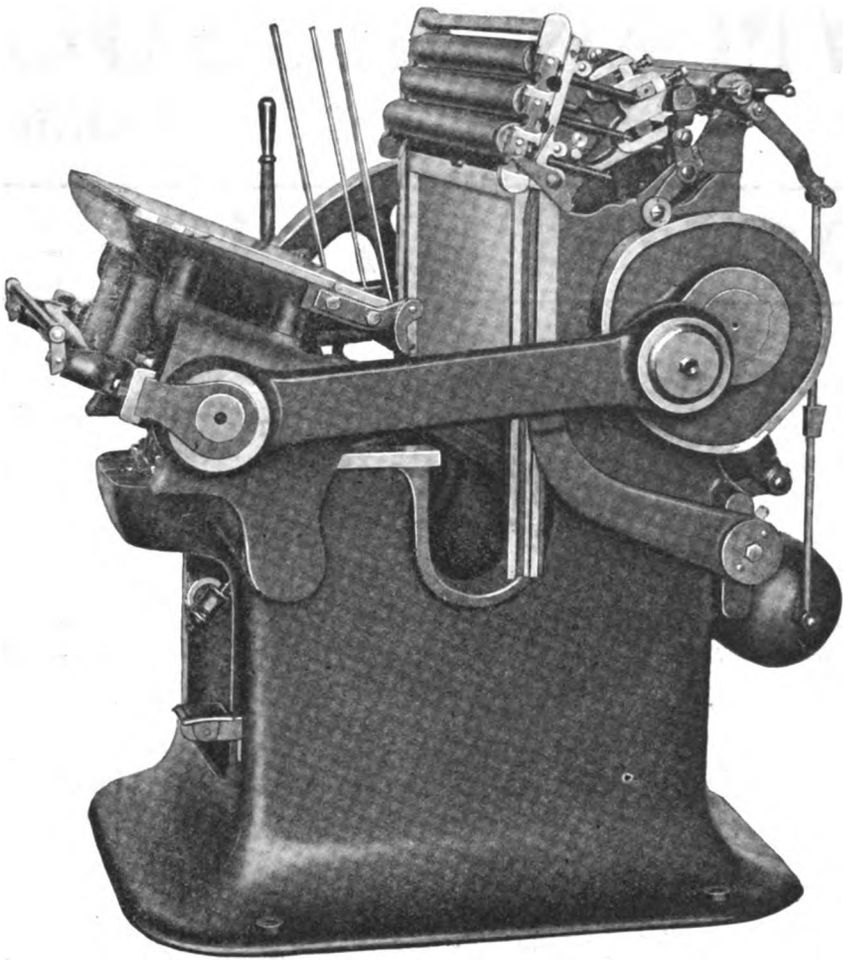
No. 1	- -			$1.00
No. 2	WAS	~~$2.50~~	NOW	$2.00
No. 6	"	~~$6.00~~	"	$5.00
No. 8	- - - -			$10.00
No. 10	- - - - -			$15.00

Send for Catalog of These
1922 Record Breaking Gilbert Toys

The A. C. Gilbert Company
BLATCHLEY AVE., NEW HAVEN, CONN.
In Canada, The A. C. Gilbert Menzies Co., Ltd., Toronto

SEE US AT THE TOY FAIR—IN THE FIFTH AVENUE BUILDING

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THIS PLATEN PRINTING PRESS, of the "Colt's Armory" trade-name type, was designed, and is largely used, for artistic printing, process color work and tint blocks. A good example of this line are the advertising placards in the Subway and Elevated Railway Cars. But it is adaptable for the production of various Toys and Novelties. To illustrate, while it is successfully used for Toy Work, which we desire to increase, it is being largely used for printing wooden rules; packing-box covers; light embossing; indenting tin-sheets; inlaying book-covers; gold-leaf stamping; cloth printing and, during the war, for blocking out gas-masks.

If you wish to study things at the source, arrange to make a trip to our factory. It's not a bad thing to get acquainted with the tools you are not using but ought to use, in that it will Pay to do it.

Our experience has been such it is very infrequent that we cannot say, off-hand, whether a contemplated novel use of our presses will prove satisfactory; or, failing that, we can readily find out, by a test.

John Thomson Press & Manufacturing Company

253 Broadway, New York City **604 Fisher Building, Chicago**

FACTORY: Long Island City

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BOWMAN ASSOCIATED

General Offices: 224-226-228

ROOMS 101 - 103 - 105 - 107

THE GEO. H. BOWMAN CO. - - - - - - - - - **Cleveland, Ohio**
IMPORTERS ENGLISH, FRENCH, BAVARIAN, JAPANESE DINNERWARE AND FANCY GOODS

THE SUMMIT CHINA CO. - - - - - - - - - - **Akron, Ohio**
DOMESTIC DINNERWARE AND TOY TEA SETS

THE GEO. H. BOWMAN CO. - - - - - - - - - - **Salem, Ohio**
CUT AND DECORATED GLASSWARE

THE GEO. H. BOWMAN CO. : - - - - - - - - **Carrollton, Ohio**
"SWISSALU" ALUMINUM UTENSILS "LIKE-MOTHER'S" TOY TEA AND COOKING SETS



If you know a better coaster, get on it!

1179 pounds of virile humanity swaying back and forth; about half of the weight standing on the edges—No damage to the

BOWMAN ALL-STEEL COASTER

THE JOHNS MACHINE AND STAMPING WORKS CO. **Cleveland, Ohio**

SEE THESE MEN AT

CHAS. F. LAWSON **W. M.**

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TOY FACTORIES

Euclid Ave., Cleveland, Ohio

HOTEL IMPERIAL TOY FAIR

THE MINERVA MANUFACTURING CO. - - - - - - **Minerva, Ohio**
WHEEL TOYS AND STEEL TOY TRAINS

THE BOWMAN-VAUGHAN CO. - - - - - - - - **Lisbon, Ohio**
WHEEL TOYS AT POPULAR PRICES

THE JOHNS MACHINE AND STAMPING WORKS CO. - - **Cleveland, Ohio**
BOWMAN ALL-STEEL AND BOWMAN COASTERS

THE ALLIANCE VITREOUS CHINA CO. - - - - - - **Alliance, Ohio**
HOTEL WARE AND BATH ROOM FIYTURES



One of the "Minerva" Family *585 POUNDS ON THIS LITTLE WAGON* ***"The Sturdy Boy"***

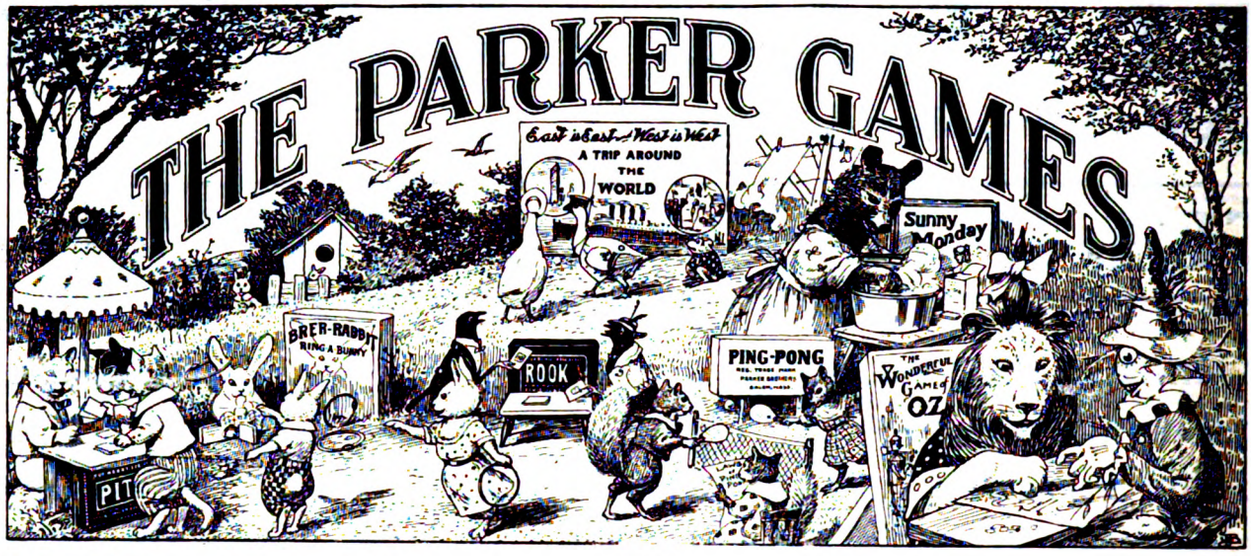
Note Size—It sells for $12.00 Dozen—There are some more members of this family of just as much interest

THE MINERVA MFG. CO. **224 Euclid Ave., Cleveland, Ohio**

HOTEL IMPERIAL

ODDIE A. A. BOURBON

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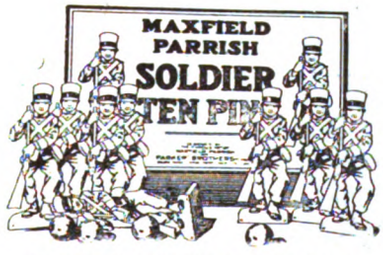


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The Largest Selling and Most Famous Games in the World



LITTLE RED BUSHY TAIL



MAXFIELD PARRISH TEN PINS



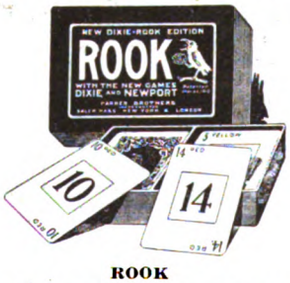
WONDERFUL GAME OF OZ



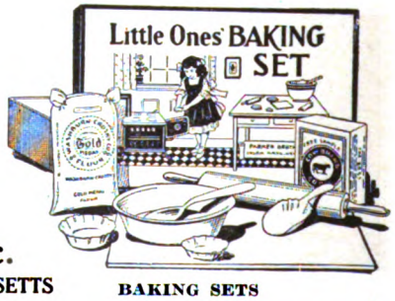
SAMBO FIVE PINS



BARBER POLE



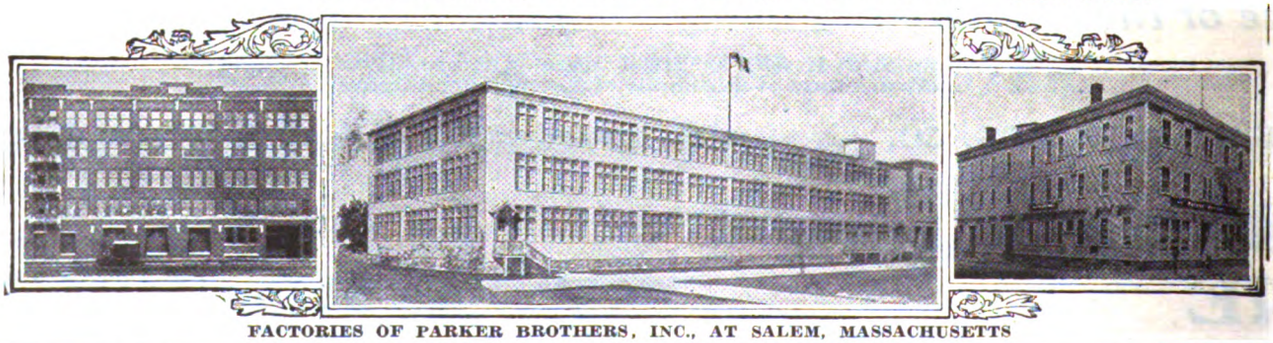
ROOK



BAKING SETS

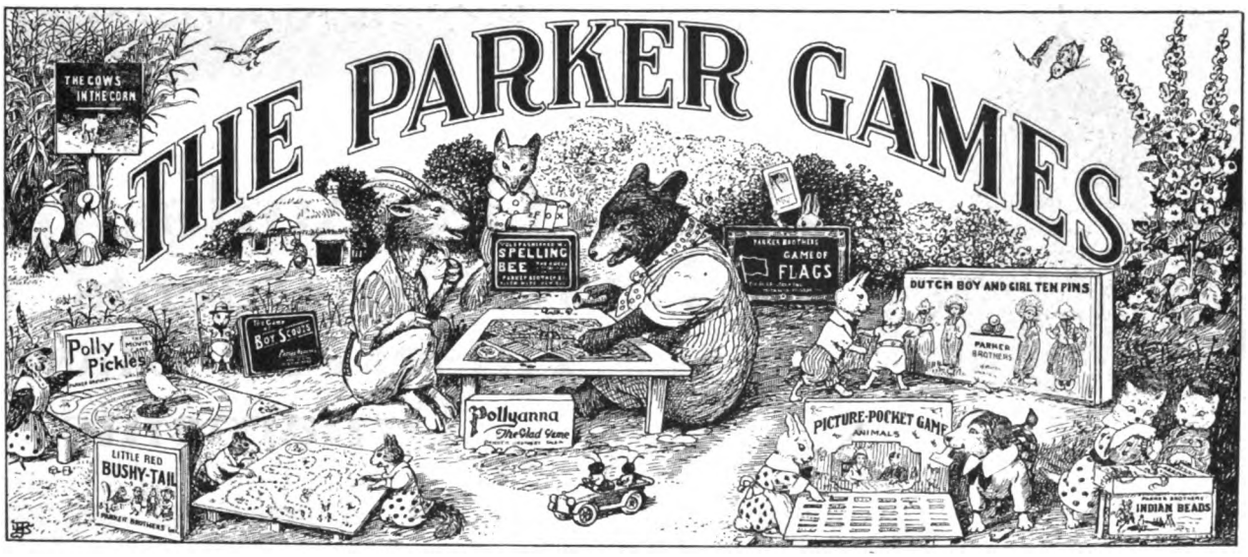
PARKER BROTHERS, Inc.

FLAT IRON BUILDING, NEW YORK and SALEM, MASSACHUSETTS

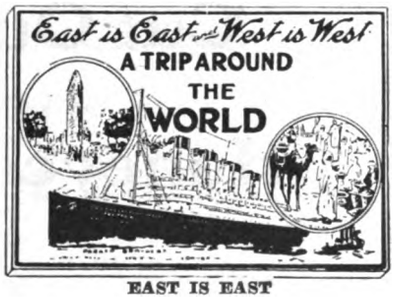


FACTORIES OF PARKER BROTHERS, INC., AT SALEM, MASSACHUSETTS

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The Parker Games Are World Famous the Year 'Round



EAST IS EAST

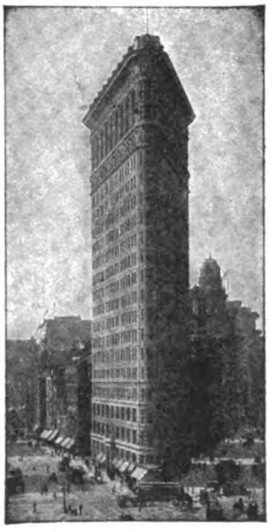


EMBROIDERY SETS



DOLL OUTFITS

FLATIRON BUILDING



Handiest Location in New York

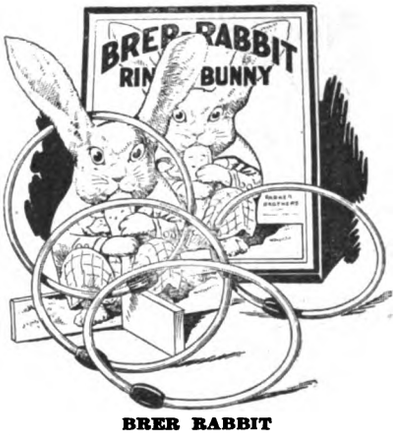
NEW YORK OFFICES



PIT



PING-PONG



BRER RABBIT



POLLYANNA

PARKER BROTHERS, INC.

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Tinsel Garlands
Tinsel Ornaments
Tinsel and Glass Ornaments

Valentines
Cut Outs—and Honeycomb



Hats
Paper, Cardboard and Crepe Paper

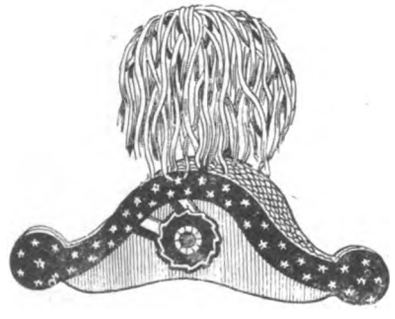
TOY MFRS. U.S.A.
AMERICAN TOYS

TOY HOTEL Rooms

PAPER NOVE

Salesroom and Factory:
225-7 East 36th Street

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Paper Bells
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in Christmas. Hallowe'en and Patriotic Colors

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Colors for
All Occasions

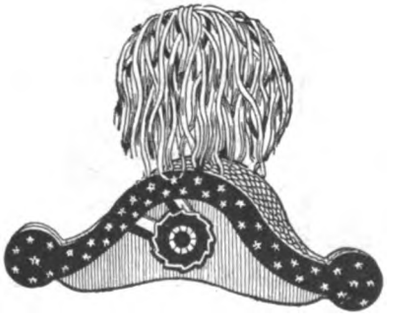
FAIR
BRESLIN
409 and 418

TOY MF'RS. U.S.A. AMERICAN TOYS

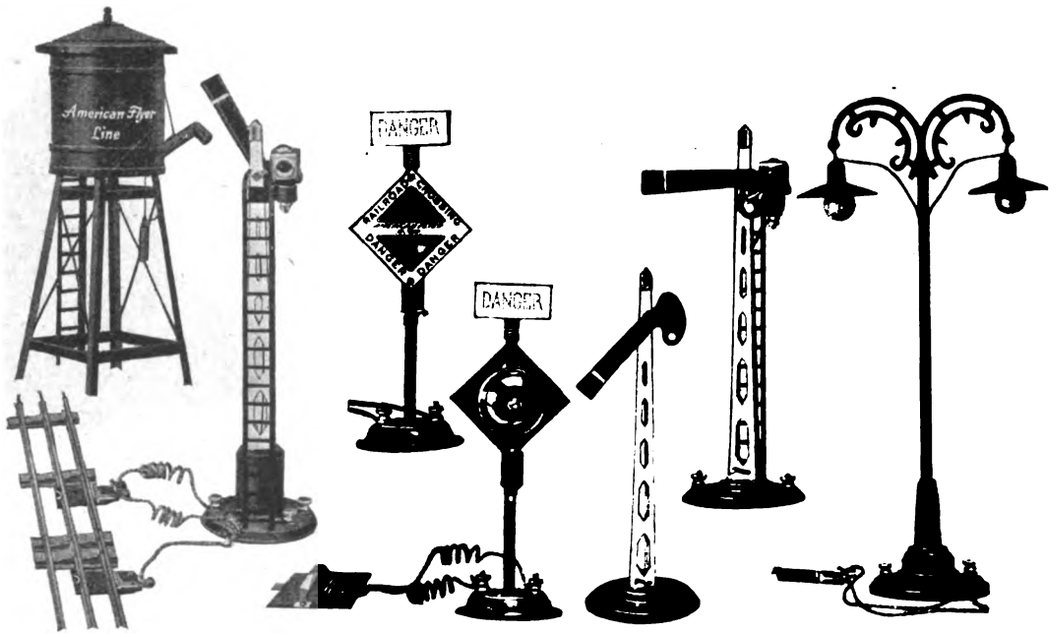
LTY MFG. CO.

17 18 Murray Hill

New York City



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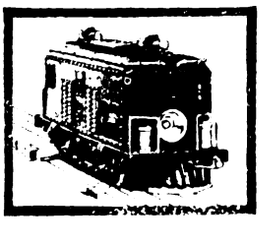
New Equipment *for* "*American Flyer*" Miniature Railroads

This means an added volume of business to the dealer — especially in the summer when "American Flyer" Backyard Railroading is at its height

Due to the demand of the Boys and Girls who own and operate Backyard Railroads we have designed and perfected the above equipment as well as other devices for use with "American Flyer" Electrical Railroads

Particulars of the nation wide contest for the BEST BACKYARD RAILROAD and the BIG WINDOW TRIMMING COMPETITION FOR OUR DEALERS will be sent you soon.

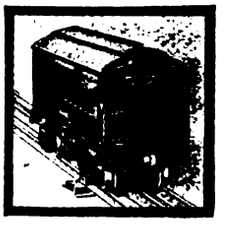
American Flyer Mfg. Co., 2219-39 So. Halsted St., Chicago

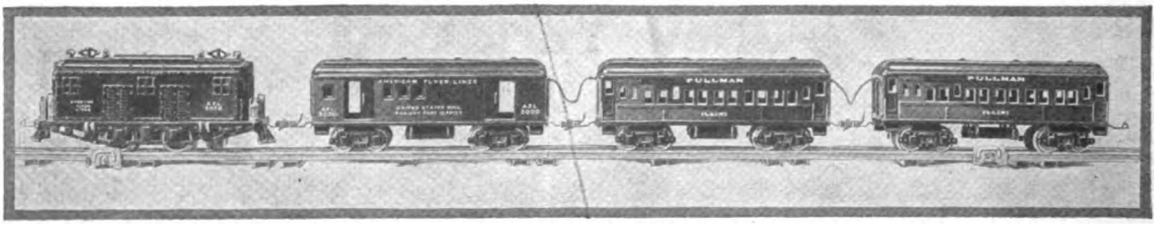


"Made in America" *American Flyer*

"The Train with the Guarantee" Registered U.S. Patent Office
MINIATURE RAILROADS
"The Toy for the Boy"

New "*Twentieth Century*" Train with electric-lighted cars—the latest "American Flyer" production

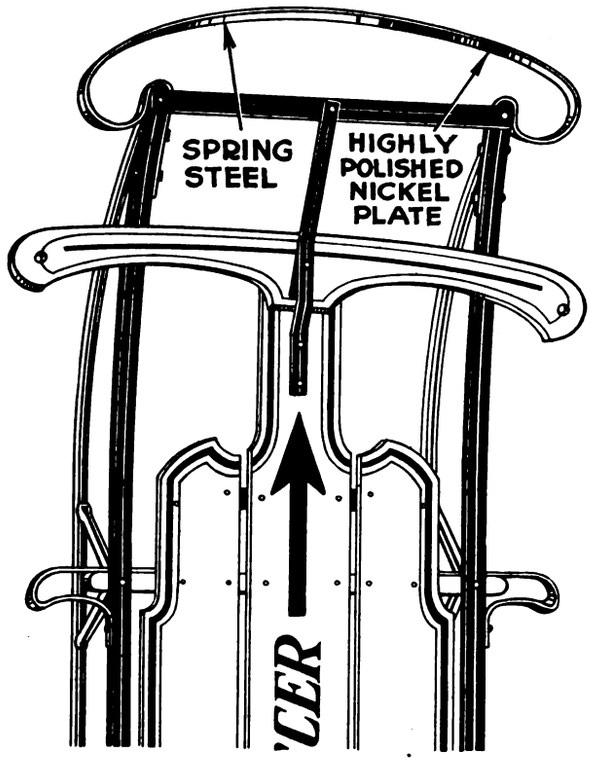




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THE ROYAL RACER

(Trade Mark Registered)



12 CHILDREN INJURED COASTING IN THE PARK

One Has a Broken Skull—Three Others Also Sent to Hospitals — Most of the Hurts Slight

Twelve children were injured in Central Park yesterday while coasting. Four were taken to hospitals. The others, Captain Jacob Brown of the Arsenal Station said, were only bruised and did not need medical attention.

—News Item.

This would have been impossible with the Royal Racer.

Equipped With Nickel Plated Steel Spring

BUMPER

(Patent Applied For)

The Only Radical Improvement in Sleds since the Introduction of the Steering Sled.

Made in Four Sizes

Highest Grade Selected Ash

Finished With Best Grade of Varnish

The Steering Sled De Luxe

THE OWENS-KREISER CO.

DISTRIBUTORS

31 East 17th Street NEW YORK

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The King No. 17 Breech Loader

The Latest Member of This Famous Family

There has long been a demand for a really fine air rifle that would shoot darts as well as shot. It is fitting that the makers of the King Air Rifle, who produced the first American air rifle 36 years ago, should produce a new model of superior design and action to meet this need.

The mechanical action of the new King No. 17 will remind many of our old original Chicago Gun, the first practical air rifle made in America. It breaks about the center of the gun, and has an automatic locking device. The shot is placed in the shot seat on the upper end of the lower barrel. To use as a Dart Gun, the dart is inserted point first in the lower end of the front barrel.

The King No. 17 Breech Loader is very substantially built. The barrel and all metal parts are finished in gun blue, with neatly finished walnut stock. The gun measures 32 inches in length, weighs about two pounds, and is packed one dozen in a case. Retail price, $2.00.

Be sure to round out your line with a supply of this new King Model. There is a King Air Rifle to suit every demand, from the King Pop Gun at 25 cents to the big "Thousand-Shootin' King" with the finest finish at $3.50. Order today from your jobber, or let us know if you have any difficulty getting the numbers you require.



The Markham Air Rifle Company

PLYMOUTH, MICHIGAN

Oldest Makers of Air Rifles in America

KING AIR RIFLES

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BISSELL'S
TOY SWEEPERS

Because the regular carpet sweeper has made it a household word, the name Bissell's adds realism to Bissell's Toy Sweepers and enchances their prestige with the parent.



BISSELL'S "LITTLE DAISY"
TOY SWEEPER

This model is 7 inches long, 4½ inches wide and 2 inches high, with 24-inch handle. Has tough fibre-board top finished deep blue with lettering and border stripes in pale yellow. The handle is waxed natural finish, wheels red enameled and brush pulleys natural. The bright coppered bail harmonizes attractively with the blue. Has real bristle brush.

To Retail for 25c
(30c West and South)



BISSELL'S "LITTLE QUEEN"
TOY SWEEPER

The "Little Queen" is larger than the "Daisy." Is more finely finished and all together a very fine toy sweeper. It has a strong top of processed mahogany grain fibre-board, with gloss finish and gilt lettering and borders. Has blue enameled wheels with rubber tires, brush pulleys finished light and wax polished handle to match the case, while the bright copper finished bail adds richness to the whole. Size 7¾ in. long, 4½ in. wide and 2 in. high. Handle 24 in. long. Real bristle brush.

To Retail for 50c



BISSELL'S "LITTLE JEWEL"
MINIATURE SWEEPER

A De Luxe toy that is at the same time a miniature complete carpet sweeper that will serve many useful purposes. Has rubber tired wheels, dust pans that empty with a thumb lever, braid protector band, and a self-adjusting real bristle brush that sweeps surprisingly well. The "Little Jewel" is 9" long by 5¾" wide and 2⅜" high with a 27" handle finished to match the sweeper. A particularly attractive and sturdy case results from the curved fibre-board top with realistic processed mahogany grain. Has high gloss varnish finish with lettering and decorative border in gilt. Wheels and brush pulleys gloss black. Fittings nickeled. Each sweeper in an attractive carton.

To Retail for $1.50
($1.60 West and South)

Shown at Room 268, Hotel Imperial
New York Toy Show

Bissell Carpet Sweeper Co.
GRAND RAPIDS, MICH.

New York Office and Salesroom—46 West Broadway **Oldest and Largest Sweeper Makers**

"Put your sweeping reliance on a Bissell's appliance."

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The N. D. Cass Co.

ATHOL, MASS.

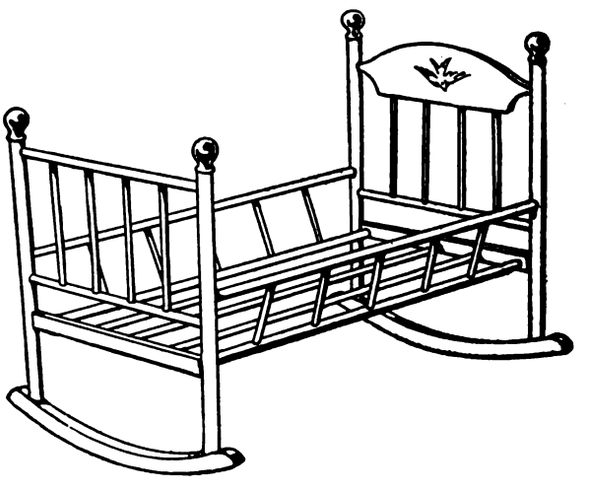
CREATORS OF

Funny Face Family

The Toy That Never Grows Tiresome

300 Numbers to Select from

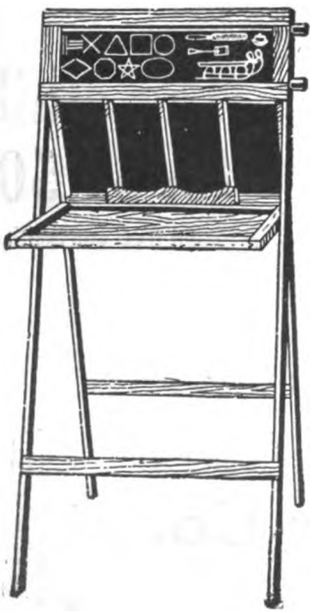
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CASS TOYS

TOYS OF QUALITY

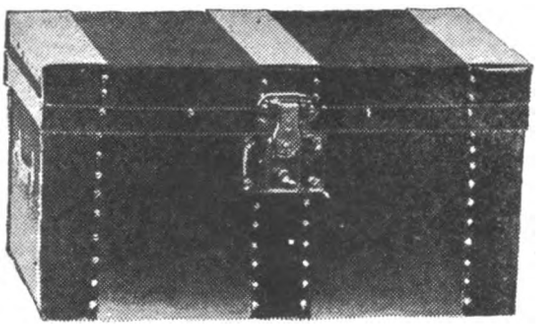
THE NEW AMERICAN TOYS

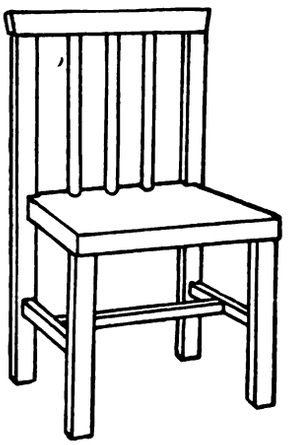


ROOMS 714 and 716

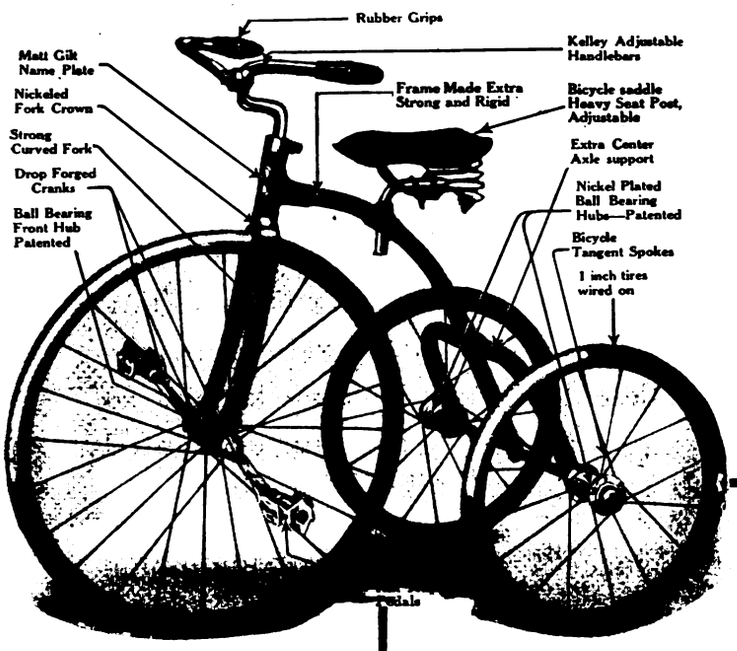
HOTEL BRESLIN---TOY FAIR

NEW YORK CITY





Digitized by Google



A Real Triumph!

NEVER, during the fifty years' existence of The Gendron Company, has a **greater value** ever been produced in Velocipedes.

The number illustrated **is a real triumph!** Built just **like a bicycle**—bicycle **tubular construction** — bicycle **name plate**—bicycle **rubber grips** and **adjustable handlebars** — bicycle **ball bearing hubs**—bicycle **pedals**—bicycle **seat**, etc. Note the rigid construction—heavy frame — center axle support — stout adjustable seat post, etc. It's a number you'll be proud to sell—and the price will surprise you.

Do not stock up on tubular velocipedes until you have seen this exceptional value. You couldn't handle a better seller!

At the Toy Fairs

NEW YORK
Feb. 6 to Mar. 11
Breslin Hotel—Rooms 414-416

CHICAGO—All of April
Hotel Morrison—
Rooms 603-4-5

GENDRON Sample Rooms

KAUFMAN, LEVINSON & CO.
151 Chambers Street
For New York City

GEO. E. DALTON CO.
180 New Montgomery St.
San Francisco, Calif.

GEO. BORGFELDT & CO.
16th & Irving Place
New York City

GEO. E. DALTON CO.
610-611 Marsh-Strong Bldg.
Los Angeles, Calif.

LYNN & RUTLEDGE
1003 Equitable Bldg.
St. Louis, Mo.

THE GENDRON WHEEL CO.
634 Superior Street
TOLEDO, OHIO

Gendron Pioneer 50th Anniversary 1872 1922

Gendron-Pioneer Line
"Sets the Pace" on Childrens Vehicles

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Plaphone—600
Trade Mark Registered
Patents Pending

To Our Friends in the Trade

We claim to be the originators of a unique Toy Telephone which, a year ago, we presented to the Trade. This Toy Telephone has become known as "Plaphone—600" and has met with unprecedented success and sales.

Owing to the success of our Toy Telephone, other manufacturers are now attempting to market imitations.

We have taken the usual steps of protection by filing applications for patents in the United States Patent Office and other countries, and we have notified the Trade by marking our goods "Patent Applied For." We anticipate the issue of patents in the near future, which we believe and are advised, will give us and our Trade adequate protection.

Adhering to the general policy of advising the Trade as to the possible dangers of acquiring a stock of infringing devices of competing and unlicensed manufacturers we give this notice in no unfriendly spirit.

We desire to extend full protection to our Trade. It is our policy to produce high grade articles allowing a substantial margin of profit to you, thus providing a popular and profitable item for sale.

Mutuality is of paramount importance and we trust that you will continue to cooperate with us in the sale of our remarkable Toy Telephone which we have constantly improved without additional cost to you.

Signed

The Gong Bell Manufacturing Co.

East Hampton, Conn., U. S. A.

Bell and Toy Makers for over Fifty Years



Plaphone—600
Trade Mark Registered
Patents Pending

Digitized by Google

A Revolving Stand That Keeps Your Business in Motion

HERE is a great big beautiful revolving display stand, worth at least $15.00, in the form of an obelisk that may be had by every retail dealer practically free of cost. It is a stand constructed throughout of thoroughly seasoned wood of three-eighth inch thickness finished in rich, dark mahogany, highly polished. In the base compartment is a well constructed motor that revolves the obelisk for three and one-half hours with one winding.

Every dealer may pride himself on being the possessor of this elegant display and he can be sure that it will lend dignity to his store.

The display or obelisk stands 32 inches in height and measures 10¾ inches square at the base. It is neatly decorated with attractive silver pressings, and stencilled with the number and retail price of the Harmonicas which it carries. By means of steel clamps and supports, 36 genuine Hohner Harmonicas in the keys of A, B, C, D, E, F, and G, to retail at from 50c to $2.50 each, are fastened to the obelisk. These instruments are in a variety of twelve different styles, each one of them being an excellent seller. Surely, no progressive retail dealer can afford to be without this profit-making outfit.

You secure the complete stand and 36 of the world-famous Hohner Harmonicas at the cost of $26.50. Here is the proposition.



No. 600
(Patent applied for)

You Receive

12	Assorted	Harmonicas	retail	50c	$6.00
4	"	"	"	60c	2.40
4	"	"	"	75c	3.00
8	"	"	"	1.00	8.00
2	"	"	"	1.50	3.00
4	"	"	"	2.00	8.00
2	"	"	"	2.50	5.00
					$35.40

Your Investment

$26.50 Per Stand and Harmonica Assortment

Your Gain

Over 35% Cash Profit and a Wonderful Revolving Display Stand.

Ask Your Jobber

M. HOHNER

114-116 East 16th Street **New York City**

Hohner Products Awarded First Prize at the Panama-Pacific International Exposition, San Francisco, 1915

Digitized by Google

Ready for 1922

Nelke Soft Dolls for 1922 are now ready—an enlarged line, a larger range of sizes, and even greater individuality.

Nelke Dolls are soft and cuddly, very light weight, have no pins or buttons, can't break or get out of shape. They come in a great variety of attractive colors. Each face has an individual expression painted by hand in waterproof colors.

Our 1921 line was wonderfully successful, and this greater 1922 line gives promise of still bigger possibilities.

Attractive prices; sizes to retail from 50c up.

Ask your jobber or write us for samples and prices.

The Nelke Corporation
10th & Norris Sts., Philadelphia



Five little Nelkes for little children
Pat. 9-28-20

Digitized by Google

Best Known Game in the World

Cootie Game



Fastest Selling 25-cent Toy the World Has Ever Known!

MILLIONS BEING SOLD

Don't Take a Substitute Why should you take chances of being sued. Cootie Games are fully protected by patents which protect you.

We Are Now Suing Dealers Handling infringements of Cootie Games. We have two separate distinct patents. One on game itself and a separate patent on metal frame.

Cootie Games—More Sales and Larger Profits.

IRVIN-SMITH COMPANY Inc.

Manufacturers—Importers—Exporters

16 East 18th Street—New York 17 North Wabash Ave.—Chicago, U. S. A.

Canadian Distributors—McClelland & Stewart, Limited, 215 Victoria Street, Toronto

Digitized by Google

Cootie Game Junior

10c **10c**

The Name
Cootie Game
Means
Immediate
Demand
Give your customers what they ask for



Cootie Games
are
Demanded
by all the
Kiddies
as well as
the
Older Folks

Size of Game, 2½ x 4 inches

A WONDERFUL NEW 10c SELLER

Advance orders indicate our factories will have to run day and night in an endeavor to keep pace with the demand for COOTIE GAME JUNIOR. THE NAME "COOTIE GAME" has been nationally advertised for several years. Send in your orders for immediate and future shipment. THE COOTIE GAME JUNIOR is going BIG.

IRVIN-SMITH COMPANY Inc.

Manufacturers—Importers—Exporters

16 East 18th Street—New York 17 North Wabash Ave.—Chicago, U. S. A.

Canadian Distributors—McClelland & Stewart, Limited, 215 Victoria Street, Toronto

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The Talk of the Toy Fair



Illustration exact size

THE RONSON REPEATER

Registered Trade Mark Patented in U. S. A. and abroad

It's New—
It's Harmless—
It's Ingenious—
It's Wonderful—

The RONSON REPEATER comes loaded ready for 5000 shots. Additional ammunition retails 1000 SHOTS FOR ONE CENT.

This sensational toy pistol has taken kiddie-land by storm! It shoots and flashes just like a real gun, yet is

ABSOLUTELY HARMLESS

1000 SHOTS FOR ONE CENT

Dealers everywhere are reaping a harvest of profits

THE NATIONAL TOY

Write or wire for samples, prices and shipping allotment.

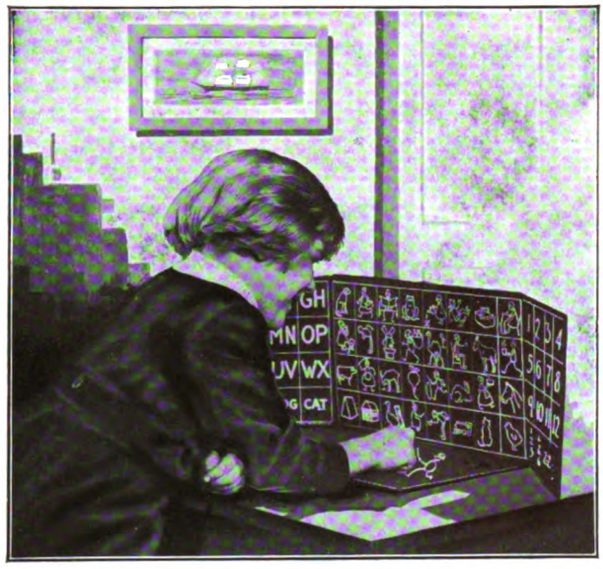
See us at the Toy Fair, Room 263, Imperial Hotel, New York, February 6th to March 11th

SOLE MANUFACTURERS AND PATENTEES

THE ART METAL WORKS Aronson Square Newark, N. J.

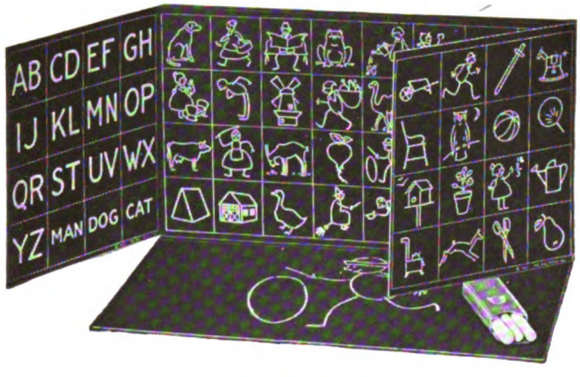
For 35 Years Makers of High Grade Metal Novelties

Digitized by Google





Something New



Here's the latest addition to the Cress Line—the EZY-ART Book-Fold Blackboard—and it is proving to be a popular toy with the kiddies. It gives the child 96 models of simplified drawing that he can easily reproduce with chalk upon the blackboard. It's another striking example of Cress ingenuity—another toy combining essential education with the most delightful kind of recreation—and in a way that pleases parents just as much as it pleases the youngsters.

Stock our three big numbers with your usual supply of Cress Educational Boards. These items constitute live year-round merchandise. All numbers will be on display at the coming toy fair in New York City. We urge immediate placing of your orders, for while stocks are ample at the present time, there is no telling just how long they will be.



The Cress line met with great success during the last Holiday season. Some stores report sales of over $4,000.00 and one store over $4,900.00 during the month of December only.

Have you catalog and prices for 1922? If not, ask us to mail yours.

The H. G. Cress Company
Troy, Ohio

See our complete exhibit—Room 128 Hotel Imperial, Broadway and 32nd Street—February 6th to March 11th

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BAHNER, DOSCHER CO.

873 B'WAY INC.

Corner 18th Street New York City

IT WILL PAY YOU

TO
COMPARE OUR LINES
FOR
IMMEDIATE DELIVERY
OF

DOLLS TOYS
HARMONICAS
DICE
BRUSHES
SMALLWARES
FANCY GOODS
NOVELTIES

Chicago Toy Fair Display

Palmer House, Rooms 331-335

MR. C. M. KORTRIGHT in Charge

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FEDERAL---THE *SAFE* REPEATING CAP PISTOLS

Because of handsome finish and appearance and also because of their safety, the Federal line of repeating cap pistols has become the standard for quality all over the country. Jobbers know that their customers will sell Federal pistols quickly and that they give satisfaction when in actual use.

To those jobbers who have not handled Federal pistols, we say, give our line consideration this year. We will abide by the result. To retailers: ask your jobber for Federal pistols. They will make you money.



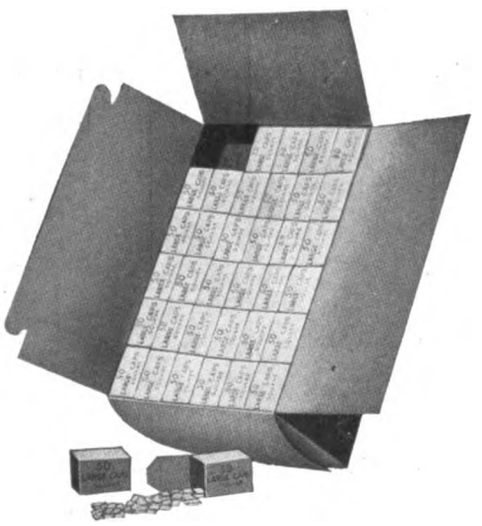
The Federal No. 1

50 Shot safe repeating cap pistol. Sold only with Federal ammunition, not by themselves. Resembles and works like a real revolver, but is absolutely harmless.



The Federal No. 2—Extra Large

50 Shot safe repeating cap pistol. A quality toy, handsomely finished in nickel plate. Gives 50 loud reports to every roll of caps, singly or one after another as fast as trigger can be pulled. Absolutely safe as caps are locked in body of pistol by iron magazine cover. May be ordered without caps. 1 in carton, ½ gro. to case.



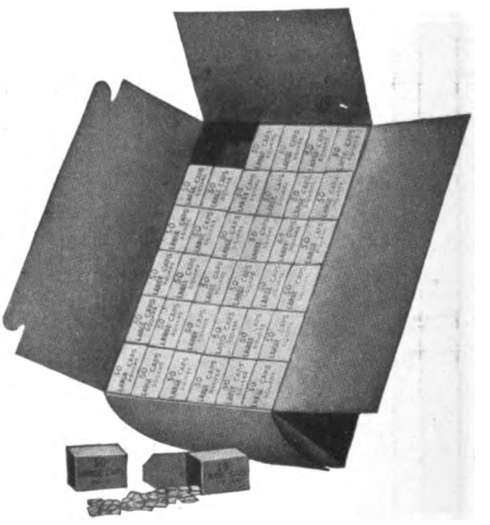
Baby Single Shot Caps

All prepared by a special patented process in our own factories and guaranteed to be safe and to give satisfaction



Repeating Roll Cap Ammunition

For our pistols Nos. 1 and 2. 50 caps to roll produce 50 loud reports fast as trigger is pulled. Caps can be ordered without pistols.



Mammoth Single Shot Caps

Made by us by a patented process. Absolutely safe even in hands of smallest child.

See our line at 235 East 85th St., New York City

JOBBERS ASK FOR PRICES

FEDERAL-BUSTER CORPORATION

304 LEXINGTON AVE. **PITTSBURGH, PA.**

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See Our Complete Line Now Ready for Spring and Fall of 1922

RUBBER BALLS, DOLLS, TOYS AND RATTLES

POPULAR PRICED GOODS TO HELP BOOST YOUR SALES

For Over Seventy Years We Have Sold Dependable Merchandise

BALLS, DOLLS, TOYS AND RATTLES

EVERY SIZE AND SHAPE

WE'VE GOT THEM ALL

MADE BY THE LARGEST AND OLDEST COMPANY

VISIT OUR SHOW ROOM

NEW YORK RUBBER COMPANY

INCORPORATED 1851

84 Reade Street NEW YORK CITY

PRICE LIST TO JOBBERS ON REQUEST

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Child Improvement Outfits

(PATENTED IN THE UNITED STATES AND CANADA)

Useful and Attractive — Instructive and Entertaining







AT THE TOY FAIR, Feb. 6th to March 11th

HOTEL IMPERIAL

ROOM 133

Broadway and 32nd St., New York City

- Wonder Nature Stories
- Bird Wonderland
- Animal Wonderland
- Wonder Garden
- Wonder Speller
- Funny Face
- Playland Reader
- Alphabet
- Bird Wonder Speller
- Ideal Speller
- Playtime
- Wonder Numbers
- Lost Letter
- Wonder Multiplication
- Table 1 to 5—6 to 10
- Garden Speller
- Animal Set-Ups

Printed in English, Spanish and Portuguese.
Beautiful Natural Colors.

Size, 8½x12½ ins. Boxed. Retail price, $1 each. Postage 15c each
Half Size, boxed. Retail price, 75c each. Postage, 8c each

SOLE MANUFACTURERS—Infringements will be prosecuted.

IDEAL BOOK BUILDERS, Publishers

9 South Clinton Street, Cor. Madison - - - - CHICAGO, U. S. A.

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Do not fail to see these Lionel Outfits with twin-motor locomotives

Additions to the Lionel line that had a record sale in 1921 and which will boost your business.

THE Lionel 1921 business broke all records, a marvelous showing when you realize how deeply depressed every line of business was during that difficult year.
And 1922 promises to break every 1921 record with the fast selling, new items of the Lionel line.

Twin-Motor Locomotives

The new Lionel twin-motor locomotive enjoyed a most remarkable sale during the season just passed. It was used in hundreds of stores for continuous demonstration.
Its hauling power is increased 100% over ordinary electric toy locomotives, making it capable of drawing twenty cars. It runs backward or forward—fast or slow, and is built with the finest workmanship ever put on a toy electric locomotive.

Electric Warning Signals

The new Lionel electric bell warning signal for Standard and "O" gauge track not only sold remarkably in 1921, but it is bringing in astonishing repeat sales between seasons. This signal rings at the approach of a train. See it at our show-rooms when you are in New York.

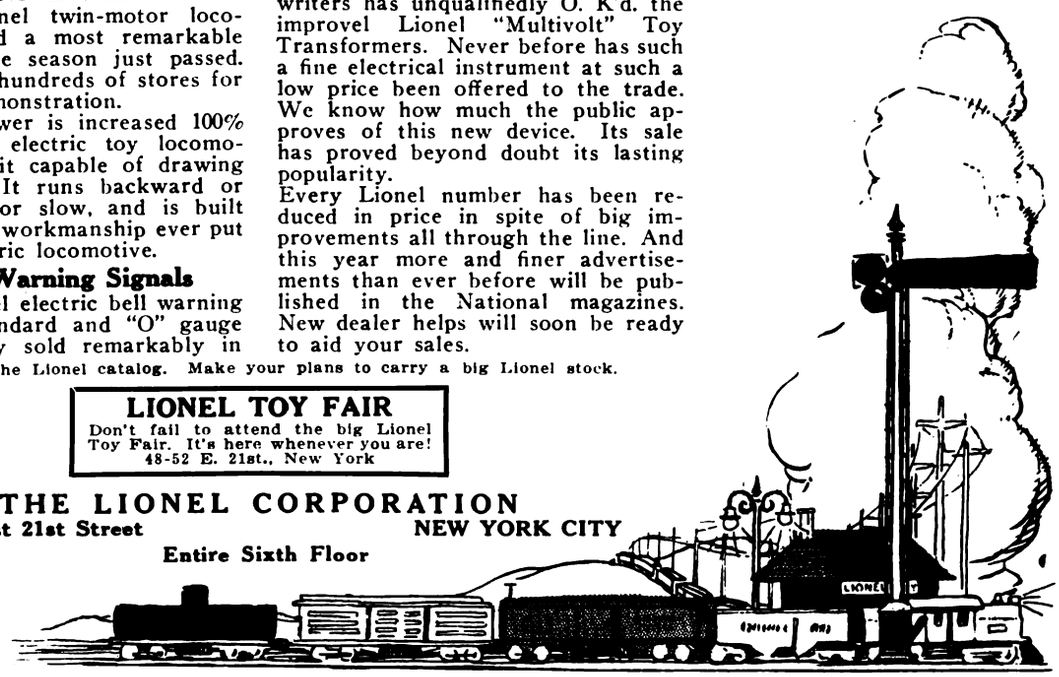
Improved Lionel "Multivolt" Transformers

The National Board of Fire Underwriters has unqualifiedly O. K'd. the improvel Lionel "Multivolt" Toy Transformers. Never before has such a fine electrical instrument at such a low price been offered to the trade. We know how much the public approves of this new device. Its sale has proved beyond doubt its lasting popularity.
Every Lionel number has been reduced in price in spite of big improvements all through the line. And this year more and finer advertisements than ever before will be published in the National magazines. New dealer helps will soon be ready to aid your sales.

Send for the Lionel catalog. Make your plans to carry a big Lionel stock.

LIONEL TOY FAIR
Don't fail to attend the big Lionel Toy Fair. It's here whenever you are!
48-52 E. 21st., New York

THE LIONEL CORPORATION
48-52 East 21st Street **NEW YORK CITY**
Entire Sixth Floor



LIONEL ELECTRIC TOY TRAINS
& Multivolt Transformers

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Gottlieb Paper Products
Manufacturing Corporation

SERPENTINES and CONFETTI

Christmas, Hallowe'en, Easter, Patriotic, Bells and Garlands

54-56 SOUTH SECOND STREET

BROOKLYN, N. Y.

Telephone Greenpoint { 230 / 73

We'll be there with Bells on!

ALSO GARLANDS

Toy Fair February 6th to March 11th

HOTEL IMPERIAL

ROOM 248

BROADWAY AT 32nd STREET



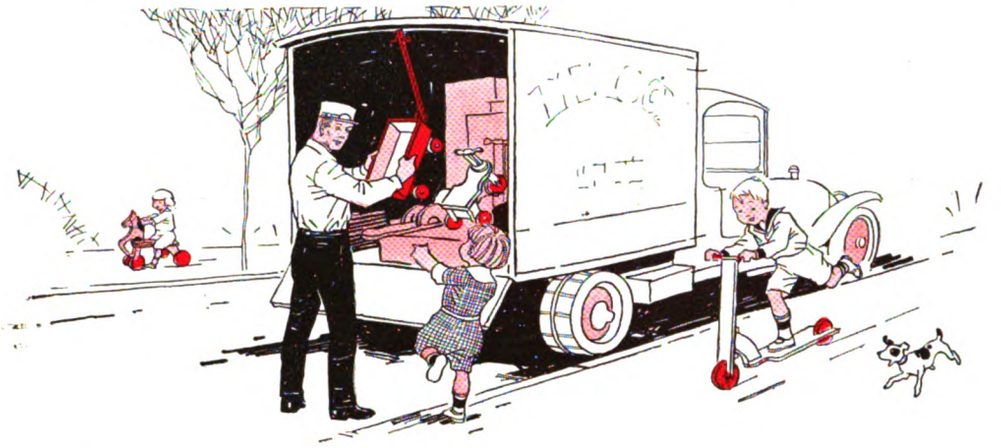
We are there to welcome all Our Old Friends and make New Ones - - - - -

COME AND SEE US



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AFTER THE TOY FAIR—*WHAT?*



The question every merchant should ask himself—and answer

HOW MUCH the merchant profits from the Toy Fair depends entirely upon how far he can see beyond the immediate exhibits. The man who can picture the toys on display in his store, who can gauge their practicability, their usefulness as year-'round playthings for children, will reap the wisdom of his purchase in four season sales and profits.

It is this thought that especially recommends the Mengel Exhibit. We offer it as the finest line of wheel toys this House is now able to produce—handsome, durable twelve-month playthings.

When you inspect the Mengel line we are confident it will satisfy your eye. If, in your imagination, you picture it a quick and steady year-'round seller, we promise you that satisfaction also.

Already, the judgment of many buyers has been expressed in a volume of orders that far exceeds our last year's business at the Fair.

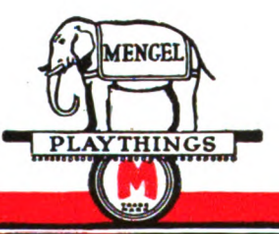
Of the total orders received last year for Mengel Playthings, almost 50 per cent were substantial re-orders.

ROOM 402, HOTEL BRESLIN
will be Mengel Headquarters during the Fair.

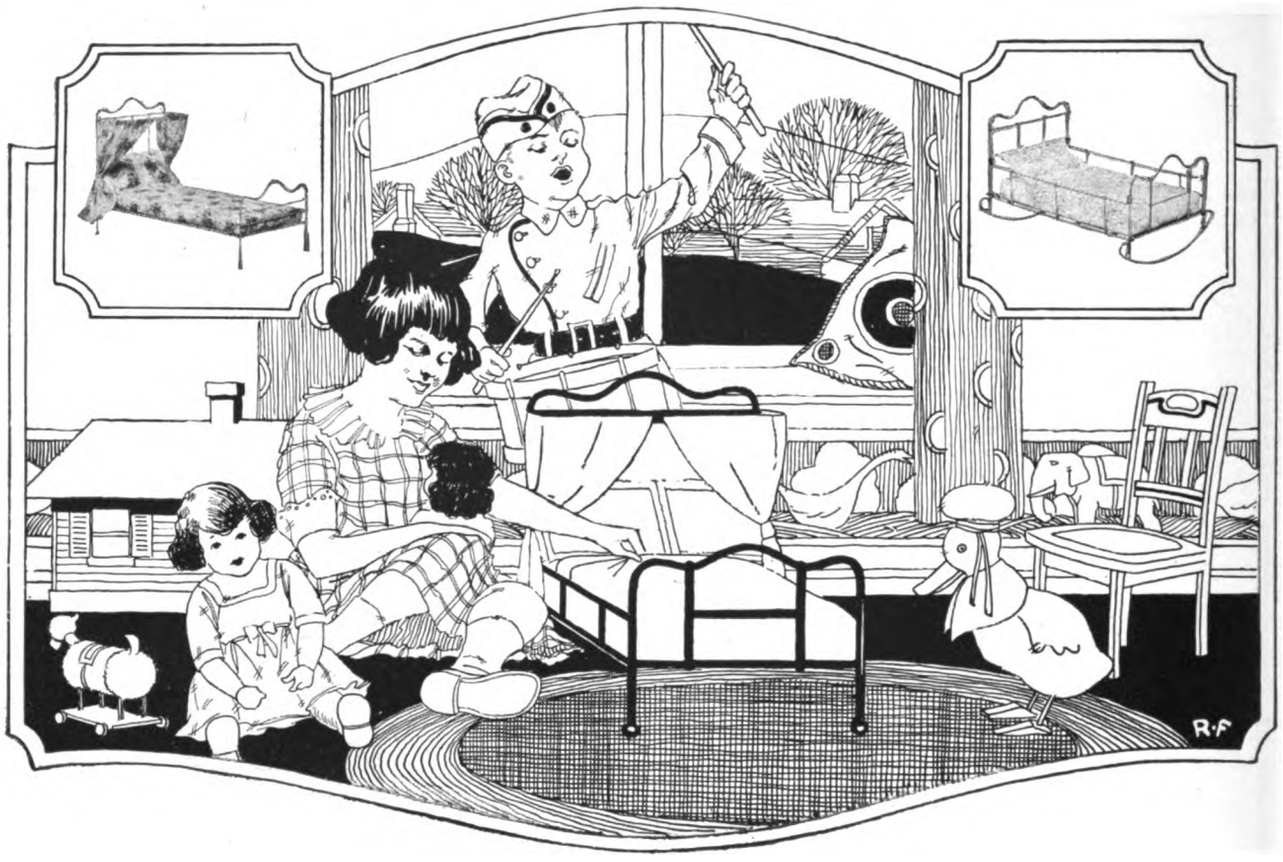
MENGEL PLAYTHINGS HAVE NATIONAL DISTRIBUTION
IN PROFITABLE TOY DEPARTMENTS

Mengel Playthings

JUST FOR FUN



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Reddick Folding Doll Beds

Are Pride of Merchants and Joy of Youngsters

YOU are assured rapid turn-over the year 'round if Reddick Bamboo-joint, Folding Brass and Iron Doll Beds and Cradles are given prominent space on your shelves or in your toy department.

For years these carefully planned and beautifully built nursery and playroom companions have been the joy of the little folk.

The Reddick Folding Iron Bed is our 1922 Winner. Any child can sit on this bed while dressing dollie, so strong is the construction.

See These Beds and Cradles Here:

Geo. Borgfeldt Co., 16th St. and Irving Pl.
Owens-Kreiser Co., . . 31 E. 17th St.
Strobel & Wilken Co., 61-65 W. 23rd St.
Steinfield Bros., . . 116 W. 32nd St.
Baker & Bennett Co., . 873 Broadway
NEW YORK CITY

G. E. Dalton Co., 610-611 Marsh-Strong Bldg.
LOS ANGELES, CAL.

See our goods as displayed by our representatives and insure prompt delivery by ordering early

Michigan Wire Goods Co.
NILES, MICH.

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Iron Horse Sand Pails and Shovels





Here Is a Toy Pail and Shovel you simply cannot bend or break

The kind of toys that last and repeat. We build the pails of heavy gauge galvanized iron and with the same care and thoroughness as our regular line of water pails. They can be had either tastefully striped in red or beautifully enameled in red, green or blue outside and white inside.

And the shovels—notice how the handle is inserted in the extra heavy galvanized metal blade, it positively cannot come loose and you cannot bend or break it. We also enamel these shovels to correspond with the pails.

Write for printed matter and prices on our complete line of Iron Horse Metal Toys.



These neatly designed sprinklers, two quart size in the striped and enameled style, appeal both to children and grown-ups.

ROCHESTER CAN COMPANY

ROCHESTER □ **NEW YORK**

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ULLMAN AND NAUHEIM INC.

IMPORTERS OF

DOLLS
TOYS
NOVELTIES
ORNAMENTS

A visit to our showroom will convince you of the quality of our merchandise and that our prices cannot be equaled.

We are located between 6th and 7th Avenues and do not pay Broadway rents. Therefore you get the Benefits.

ULLMAN AND NAUHEIM INC.

135 West 19th Street New York

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We Invite Your Inspection
of Our Line of

DOLLS AND TOYS

MASKS and HALLOWE'EN GOODS

at

5 East 17th St., New York

The Cleco Corporation

Importers

LEHMAN & COMPANY

Exporters

NUREMBERG, GERMANY

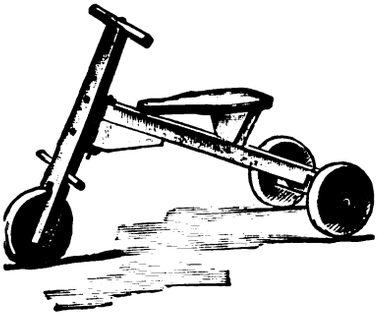
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Wilder's Line of Wheel Goods

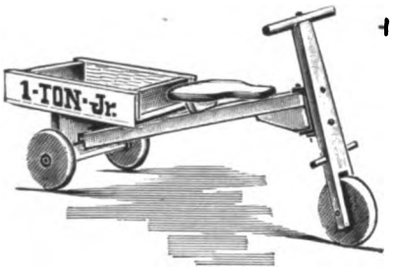
Wilder's Cars Last and Repeat

WHEEL GOODS OF QUALITY

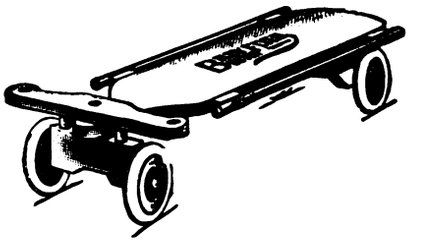
A Line Known Throughout United States for Its Durability and Attractiveness



Has made a tremendous hit with every child. Our wheel goods have been improved. Don't fail to see the New Colored Fast Mail Cars made in three sizes with metal bearings.



The new combination wagon and foot car. High finish and bright colors made of the best material and will stand hard usages, hardwood wheels with metal bearings.



Billy Buster Flyer will be equipped with steel disc wheels, steel bearings and rubber tires. Billy Buster is not just an ordinary coaster, it is a sled on wheels. The new stabilizing and steering head makes it the ideal all year car.



Horses have a great appeal to children, therefore this sturdy car made of heavy material in red and white enamel for children from two to five years of age. Steel metal bearings in all wheels.

Our Rocking Horse is exceptionally well designed for sturdiness and beauty. Rigidly constructed, the body and head are made of 1 3/16 lumber with a non-tiltable rocker. Highly finished in white enamel dappled black.



Wilder's New Toys and Games

Here are a few of the popular items in the Wilder line which are calculated to amuse and also to instruct young and old—

Factory Game
Store Management
Obstacle Race
Bungalow Building
Old Maid Game
Bunny Ring Game
Construction Game
Boxing Game
50c Bean Bag Game and Lotto
Fish Pond Game
Main Street Game
Alcoholic Blues
Telegraph Game
Twin Beds
Friction Circus
Disc Toss
Clown Toss
Tuff Luck Game
Spelling Blocks
Authors Game
Tiddledy Wink
Mystic Hand

We are at your service at the Fair—Room 228, Hotel Imperial

MR. A. B. WILDER MR. OLIVER BOBE MR. GEO. H. BAUER

WILDER MFG. CO. - - ST. LOUIS, MO.

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HEADQUARTERS

FOR

TEN PINS

BRADLEY OF BRATTLEBORO

KING PIN LINE

Is the largest, most attractive, and complete line of TEN PINS ever manufactured, comprising

EIGHTY NUMBERS

consisting of Big pins, Little pins, Plain pins, Stained pins, Varnished pins, Striped pins, Enameled pins, Decorated pins, in fact an absolute innovation in TEN PINS.

Improved manufacturing facilities permit us to quote such

LOW PRICES

that this line must appeal to every buyer.

ALSO WE HAVE MANY NEW AND ATTRACTIVE

MOTION TOYS

The full line is on display during the Toy Fair in Room 240, Hotel Imperial, New York City; also at our

PERMANENT SHOW ROOM

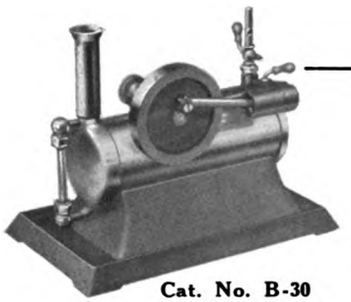
221—4th Avenue, New York

C. E. BRADLEY CORPORATION

BRATTLEBORO VERMONT

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ANNOUNCING
TO THE
TOY BUYERS OF AMERICA



Cat. No. B-30

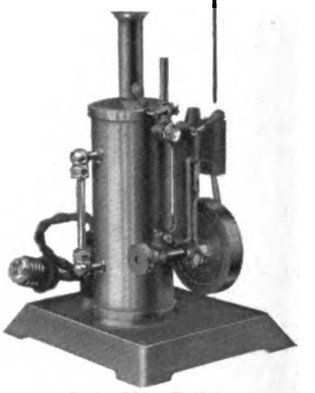
THE EMPIRE ELECTRIC
TOY STEAM ENGINES

PERFECT working models. Designed and built to perform—no danger from fire—electrically heated—heating element guaranteed—five feet of cord separate from engine—attachment plugs on each end—safety valve prevents liability of explosion.

Finished in bright red enamel and highly polished nickel.

Packed three to a carton.

RETAIL PRICE ONLY $12.00



Cat. No. B-31

Meet Us At The
IMPERIAL--TOY FAIR



Cat No. B-26

THE EMPIRE ELECTRIC
TOY RANGE
It Cooks—It Bakes

EACH range comes packed in an attractive carton with set of aluminum utensils, 16 inches high, 11 inches wide, 6 inches deep. Three ranges to a crate.

RETAIL PRICE ONLY $10.00

MANUFACTURED EXCLUSIVELY BY

THE EMPIRE TRANSFORMER CO.
2000 Southport Avenue
CHICAGO, ILL.

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EAGLE DISPLAY ASSORTMENTS

Sell Balloons All
The Year 'round
For Every Dealer

5 & 10 cents



See other side of sheet

Bright Colors and lasting quality are the two most forceful selling appeals to children. We have combined them both in this display carton of assorted big value balloons and squawkers. It's a rapid selling, sure repeat business proposition.

5c ASSORTMENT 144 PIECES TO BOX
10c ASSORTMENT 72 PIECES TO BOX

Manufactured by The EAGLE Rubber Co., Ashland, Ohio, U.S.A.
NEW YORK OFFICE, 35 Union Square, West.
The World's Largest Manufacturers of Toy Balloons

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This is THE BOX

of Real TOY BALLOONS

all 5c Sales or

all 10c Sales

(NOT ASSORTED SALES VALUES)



The display box of 5c Numbers contains 144 Balloons of different styles and shapes all beautiful, assorted non-fading colors—Squawker—Airship—Picture Balloons, etc.

The display box of 10c Numbers contains 72 Balloons of Extra Large size and four different styles namely—Large "Watermelon" balloons—Bag Pipes—Large continuous Noise Makers and Jumbo Squawkers—**All Live Sellers.**

"Eagle Brand" TOY BALLOONS

What they mean to the Dealer

Quick Sales—Big Profits—a Sure Repeater and *above all* "Kiddie" visits to your store—it is the Kiddie who becomes your future customer. Eagle Balloons which are *clean* and sanitary, guaranteed perfect, and of highest quality mean "FUTURE CUSTOMERS" for you.

A Salesman That Works Free of Charge

In this assorted box of "Eagle Brand" Toy Balloons, which is reproduced in actual colors on the other side of this insert, the children will find a balloon to satisfy each *individual desire.*

Squawkers, valve and watermelon balloons that will inflate to an enormous size and in a variety of colors go to make up this attractive display carton. Place it in plain view on the counter where the children can see it and watch how quickly it will produce a *nice* profit. The carton itself will sell the balloons with no effort on your part at all.

This assorted carton greatly facilitates the handling of toy balloons. The different styles are separated by cardboard partitions which eliminates clawing over the balloons in picking out the desired ones. Your display is thus kept neat looking—a big feature especially when the parents are making the purchase.

Quick Turnover is what you want—you get it when handling Eagle Balloons and your specialty *profits will go way up* if you'll place this assorted carton on display.

We manufacture Everything in Toy Balloons to Retail from 1c to $1.00 each

Advertising Balloons
Valve Balloons
Picture Balloons
Squawker Balloons
Barking Dog Balloons
All Sorts of Novelty Balloons
Also RUBBER PLAY BALLS
Inflated and Solid

All EAGLE BRAND Toy Balloon Specialties are handled by the largest and most successful jobbers.

If your jobber cannot supply you—Send us *your order* together with your *jobbers name* that we may make it possible for him to supply you in the future.

Manufactured by The EAGLE Rubber Co., Ashland, Ohio, U. S. A.

NEW YORK OFFICE, 35 Union Square, West

World's Largest Manufacturers of Toy Balloons

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METALCRAFT

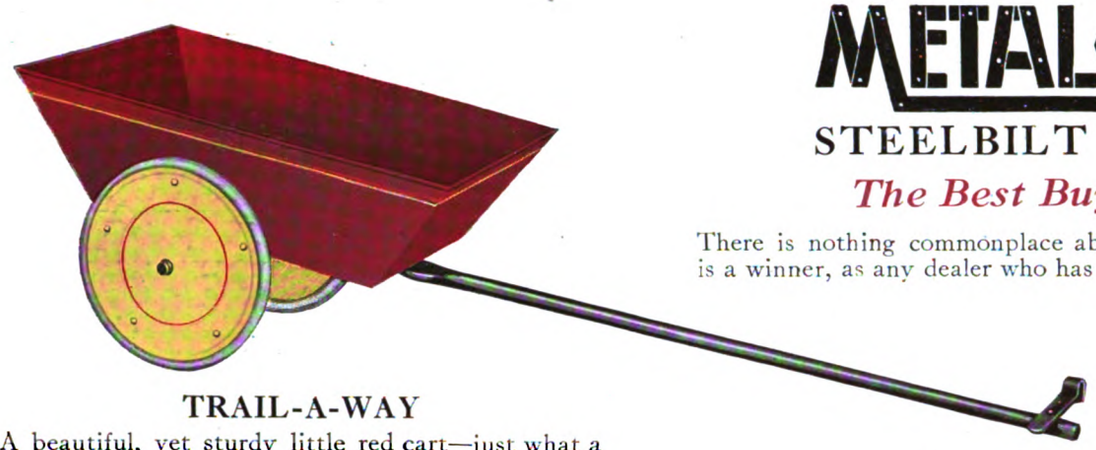
STEELBILT PLAY-ONS

The Best Buy in Toydom

There is nothing commonplace about PLAY-ONS. Every number is a winner, as any dealer who has stocked them will tell you. Why? Look at the illustrations and we are quite sure you will readily admit the extreme attractiveness of every number.

And bear in mind that PLAY-ONS are not only beautiful in appearance—enameled in bright rich colors—but they are practically indestructible.

They're simply DIFFERENT too from anything else you have handled. And the PLAY-ONS on this page are NEW numbers—this is the first time they have been offered to the trade.



TRAIL-A-WAY

A beautiful, yet sturdy little red cart—just what a youngster wants to yank around. Built strong enough to carry the owner as well as his blocks and playthings.

Disc wheels (cream) with rubber tires; top of body, 8½x13; length over all, 32 inches. Comes knocked down, 6 to a carton; shipping weight 30 pounds.

Note attachment that permits hooking on to Coast-A-Way or almost any wheeled Play-On.

Retails for $2.00

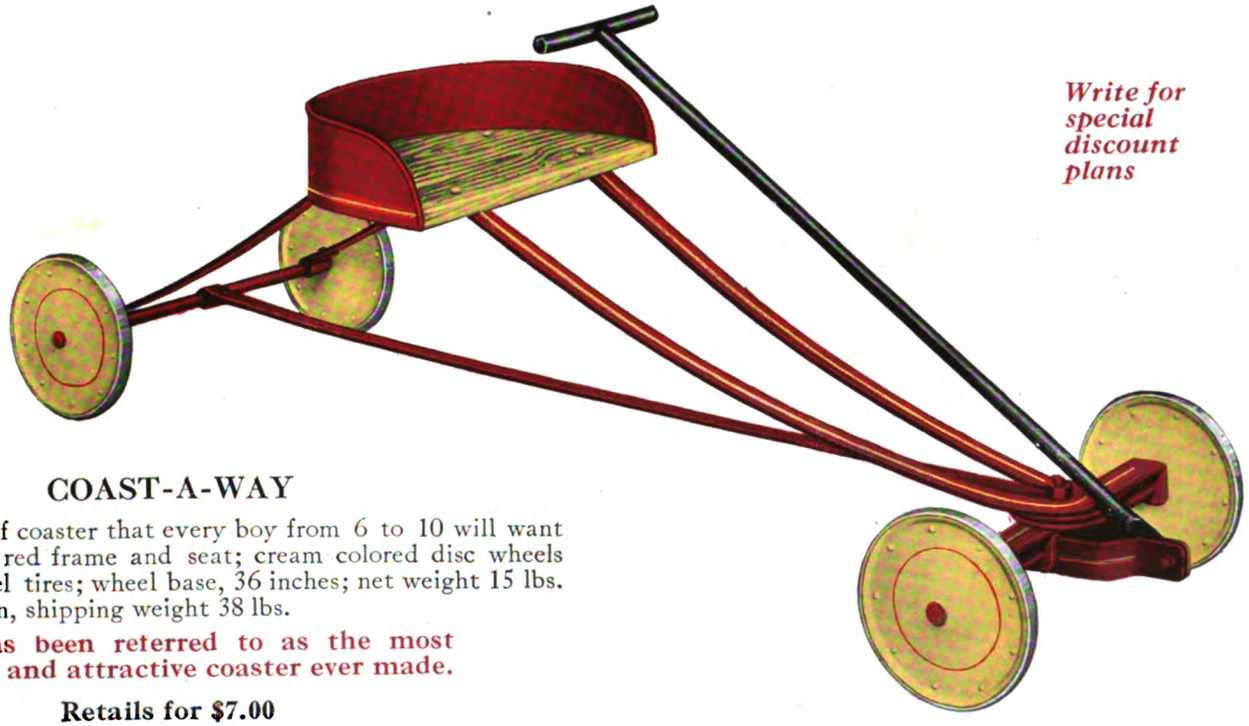


WHEEL-A-WAY

All steel construction; rich red body, black handles and cream colored disc wheel (rubber tired)—beautifully enameled; length, 30 inches over all; top of body 8½ x 13 inches.

Comes knocked down, 6 to a carton. Shipping weight 30 pounds.

Retails for $2.00



Write for special discount plans

COAST-A-WAY

A brand-new type of coaster that every boy from 6 to 10 will want to own. Same rich red frame and seat; cream colored disc wheels with rubber or steel tires; wheel base, 36 inches; net weight 15 lbs. Packed 2 to a carton, shipping weight 38 lbs.

This has been referred to as the most original and attractive coaster ever made.

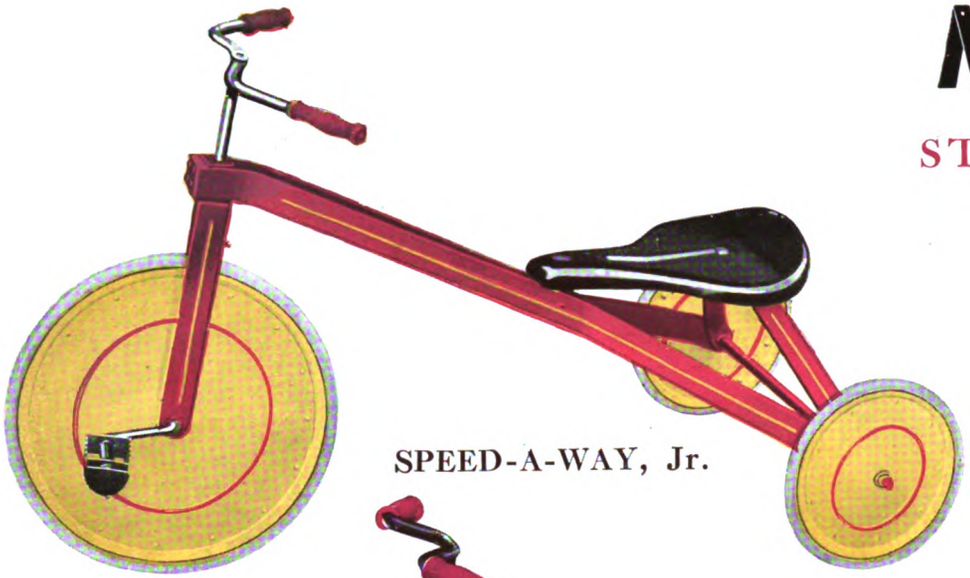
Retails for $7.00

METALLIC INDUSTRIES, Inc., Saint Louis, U. S. A.

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METALCRAFT

STEELBILT PLAY-ONS



SPEED-A-WAY, Jr.

SPEED-A-WAY, Jr.

Another PLAY-ON that is radically different from anything on the market. As the name implies, this number is built for speed and designed for boys ranging from 4 to 7 years of age.

All steel; black seat, red chassis and cream colored disc wheels (rubber tired), all beautifully enameled; length, 29 inches over all; ram's horn handles with rubber grips; comes knocked down, 3 to a carton, shipping weight, 30 lbs.

Retails for $6.00



RIDE-A-WAY

RIDE-A-WAY

The wide-spread popularity of this number has made it the dealer's favorite. Like other METALCRAFT PLAY-ONS it is of all-steel construction; enameled in the beautiful colors of illustration; disc wheels (rubber tired); ram's horn handles with red rubber grips; and rat trap pedals.

Retails for $5.00

Write for
Special Discount Plans

The **WALK-A-WAY,** illustrated to the right, has proven a wonderful seller. This **PLAY-ON** made of All-Steel; enameled in colors shown; 6-inch disc wheels; ½-inch corrugated non-skid rubber tires; ram's horn handle bars with red rubber grips; weight 7 lbs. net. Comes knocked down, two to a corrugated carton, 11x 12x18 inches. Shipping weight, 19 lbs.

Retails for $4.00

ORDER NOW!



WALK-A-WAY

METALLIC INDUSTRIES, Inc., Saint Louis, U. S. A.

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"falcon" LINE

"falcon" PIANOS



Nineteen numbers—seven keys to twenty-two keys
Bright rosewood and beautiful walnut finishes

The complete **"falcon"** line comprises rosewood metallaphones, rosewood and walnut stools, mahogany tool chests, mission tool chests, mahogany blackboards, mahogany building blocks, wagon and constructural blocks, spelling blocks, mahogany and walnut pianos.

Completely illustrated catalog on request

AMERICAN MANUFACTURING CONCERN

Factory: Falconer, N. Y., U. S. A. **New York Office: Room 806 Fifth Ave. Building**

SALES AND DISPLAY OFFICES

Room 806, Fifth Avenue Building - - - New York City
Owens-Kreiser Co., 31 East 17th Street - - New York City
Geo. E. Dalton Co. - - Los Angeles, San Francisco, Denver

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1921 ACCOMPLISHMENT

Guarantees ←

1922 PERFORMANCE

THE remarkable sales record of the H. C. White Company's quality juvenile vehicles merits your confidence in this statement of facts:

H. C. White Company's new 1922 items now shown at the New York Sales offices are distinctly original, and of marked child appeal. They in every way exemplify H. C. White Company's standard of superiority in design, construction, materials and finish.



KIDDIE

REAL KIDDIE-KARS ARE MADE ONLY BY WHITE

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→ RIGHT?

The names of these new members of White's "Kiddie" family are:

KIDDIE-PEDAL-KAR
KIDDIE-ROAD-RIPPER
KIDDIE-KART No. 305
KIDDIE-SKOOTER

Sold on the basis of deflated prices. Backed by H.C. White Company's guarantee and service.

OTHER DEALERS in your town will soon have them.

H. C. WHITE COMPANY

NORTH BENNINGTON, VERMONT

NEW YORK SALES OFFICE: FIFTH AVENUE BUILDING

KAR

TRADE MARK REGUS PAT. OFF.
KIDDIE-KAR
PATENTED APR. 25 1916 MAR 20 1917
H.C. WHITE COMPANY
NORTH BENNINGTON, VT. U.S.A.

Look for the name on the seat

REAL KIDDIE-KARS ARE MADE ONLY BY WHITE

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A TOY MARKET FOR THE WORLD
FIFTH AVENUE BUILDING · NEW YORK



Perfection in Doll Necessities

"50 Years of Knowing How"





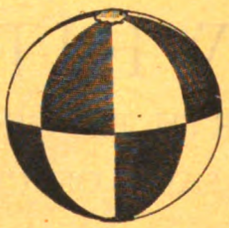






Doll Shoes, Slippers, Stockings, House Balls

Real Hair and Mohair Wigs in All Fashionable Styles.



DOLLY DIMPLE
(Patented)
Repair Elastics

In all sizes for restringing dolls from 10 inches to 48 inches

ESTABLISHED 1869

FRED K. BRAITLING

FACTORY
BRIDGEPORT, CONN.

New York Salesroom, 200 Fifth Avenue
where we can be found every day in the year

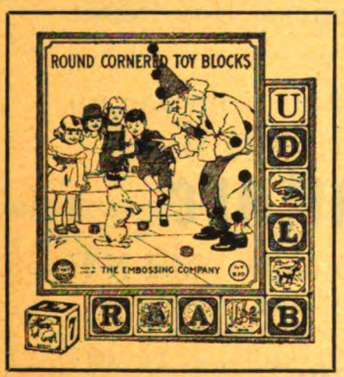
TOY MF'RS. U.S.A.
AMERICAN TOYS

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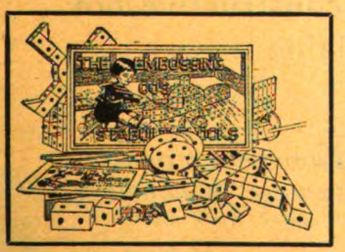
THE EMBOSSING COMPANY, ALBANY, N.Y.











FIFTY-TWO YEARS OF HONORABLE SERVICE

This year it will pay you to give full consideration to THE EMBOSSING COMPANY'S Standard, High Quality Line. Carry a better assortment—give our line more prominence—you will be pleased with the result.

Most every merchant knows the sure selling, staple quality of our goods. You are in business to sell goods. Buy a line that will sell on sight and has sold well year after year for over fifty years.

Buyers may order our goods with confidence, so why take chances with lines of unknown and untried qualities.

For 1922 we offer a splendid assortment of items to retail at popular prices. Inspect our samples and compare our quality and prices before placing any orders.

Catalog and price list gladly sent upon request

STABUILT BLOCKS - A B C BLOCKS - BUILDING BLOCKS
SPELLING BLOCKS - COLOR CUBES - DOMINOES
CHECKERS - BEND-I-KINS - and other Specialties

THE EMBOSSING COMPANY

Main Office and Factory, Albany, N. Y.

New York Office and Display Room, Room 440, 200 Fifth Avenue, Corner 23rd St.

Our lines will be on display at the Palmer House, Chicago, during April.

THE EMBOSSING COMPANY ALBANY N.Y. U.S.A. TOYS THAT TEACH

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Converse for Convenience
12 Lines in 1

SNAPPY LEADERS AT SNAPPY PRICES

WASH SETS

RETAIL

Twenty-five Cents **Fifty Cents** **One Dollar**

Fibre Tubs — Fibre Pails — Ironing Boards — Wash Boards — Clothes Pins — Rubber Roll Wringers — Clothes Dryer — Sad Irons — Wood Benches

Biggest Values Ever Offered

Blackboards: 33 1-3% reduction in prices
Drums: 21 new numbers. Fairyland Scenes. Boy Scout
See Our Musical Rod Drums

Chimes that Chime. Metal Barrels. Retail from 25c up

Rosewood Furniture

THE ROSEWOOD LINE FOR MINE
Fast Supplanting White Enamel Goods

Colonial Beds	Tool Chests	Bureaus
China Closets	Desks	Tables
Chairs	Stools	Blackboards de Luxe

Kitchen Cabinets—Natural Finish
The Kind That's "Made Right," "Stays Right," "Sells Right"

See our new Hobby-Ho Improved Adjustable Features.
Retails for $5.00

Bild-a-Boat—A constructive toy for a constructive boy

Steel Yachts—Saleable: Sailable

Building Blocks Faba Baga Trunks, etc.

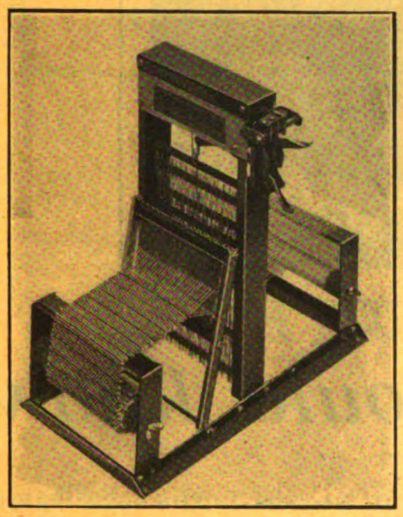
The only Toy Manufacturing Plant in U. S. A. that produces a complete assortment of toys. A combined shipment an advantage in handling.

MORTON E. CONVERSE & SON CO.

Factory: Winchendon, Mass. **New York Salesroom: 200 Fifth Avenue (Room 254)**

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STRUCTO TOYS



TOY BUYERS!
THE STRUCTO LINE FOR 1922

Structo for Girls
Small Looms for Weaving

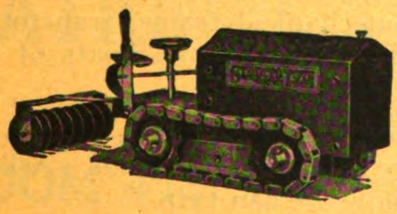
No. 60—Structo Artcraft Loom
No. 240—Structo Artcraft Loom

An entirely new product in the Toy field! The latest and best educational toy for Girls. A real weaving machine.



Auto Builder Outfits
Construction Outfits Ready to Build

No. 8—Racing Auto
No. 10—Bear Cat Roadster
No. 11—High Wheel Tractor and Trailer
No. 12—De Luxe Roadster Auto
No. 14—Dump Truck
No. 16—Yuba Tractor with Trailer



Ready-Built Toys
Built-up and Ready to Run

No. 40—Roadster Auto
No. 42—Contractors' Dump Truck
No. 44—Caterpillar Farm Tractor with Disc Harrow
No. 48—Caterpillar "Whippet" Tank

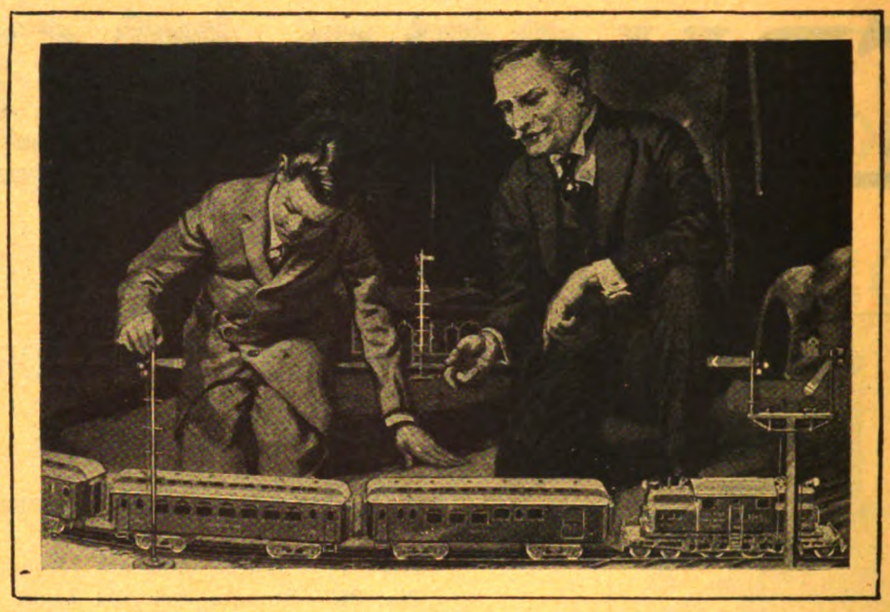
STRUCTO MFG. CO.

MEMBER OF TOY MFR'S. U.S.A. AMERICAN TOYS

New York Sales Office:
200 Fifth Ave., New York

Main Office and Factory:
Freeport, Illinois

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Seven things you *should know—*

THE following seven items briefly explain why most dealers like to sell Ives Toys. Look them over. They may fatten your bank roll just as they have others.

1. **Ives Toys are the highest quality line made.** If you're from Missouri we can show you why.

2. **Ives Toys are the lowest priced quality line on the market.** More buyers—more profits.

3. **Ives Toys are nationally advertised** through publications reaching 7,000,000 homes. People ask for Ives Toys by name. They add to your own reputation for quality goods.

4. **Ives Toys are guaranteed and backed** by a company with over half a century's experience. They know what sells best. You don't have to hold "sacrifice" sales.

5. **Over 1,000,000 boys have Ives Trains.** They are constantly adding new accessories. You secure a steady business through resales alone.

6. **You are not forced to buy more merchandise than you want in order to get best prices on Ives Toys.** You get these regardless of the quantity you buy.

7. **All Ives Toy dealers are certain of a legitimate profit.** We sell only to responsible merchants. Ives Toys are not subject to price cutting. Ives Toys are controlled by their makers.

If you believe in the value of these seven points we would be interested to explain other equally interesting features.

Ives Toys consist of a complete line of electrical and mechanical trains, transformers, all railroad accessories and boats of many kinds.

Be sure when in New York to drop in for a talk. Write us about your plans. Ask us to show you how we can help.

THE IVES MANUFACTURING CORPORATION, 213 Holland Avenue, Bridgeport, Conn.

New York Office: **200 Fifth Avenue**



Ives Toys
Make Happy Boys



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A TOY MARKET FOR THE WORLD
FIFTH AVENUE BUILDING · NEW YORK

Room 445



TRADE MARK

Room 445

Tinsel Garlands

Christmas-tree Ornaments

TINSEL CORD TINSEL RIBBON
RIBBONZENE

NATIONAL TOY & TINSEL MFG. CO.

Permanent Sales Office:
ROOM 445, FIFTH AVE. BLDG., NEW YORK CITY

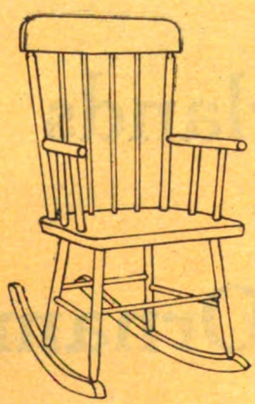
General Office and Factory, MANITOWOC, WIS.

Canadian Office and Factory:
TINSEL MFG. CO., LTD., TORONTO, ONT.

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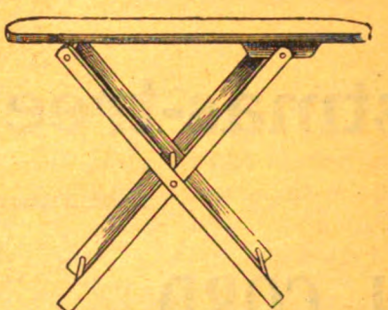
MASON

There's Only One Mason Line



Red Finished
Children's Chairs
Rockers
Tables

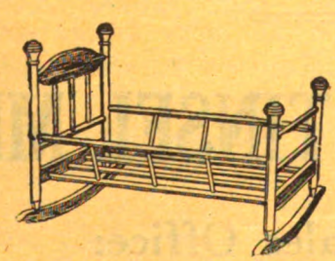


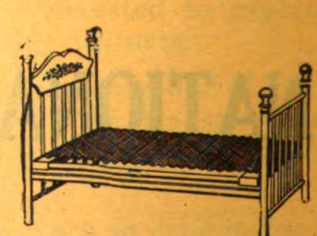


White Enamel
Dolls' Chairs
Rockers
High Chairs
Cradles
Beds
Bassinets
Children's Chairs
Rockers
Tables

Mahogany Doll Beds
Mahogany Child's Chairs
and Rockers

Natural Finished
Dolls' High Chairs
Children's Chairs
Rockers
Tables
Bowling
Alleys
Desks





All Items Big Values at Popular Prices

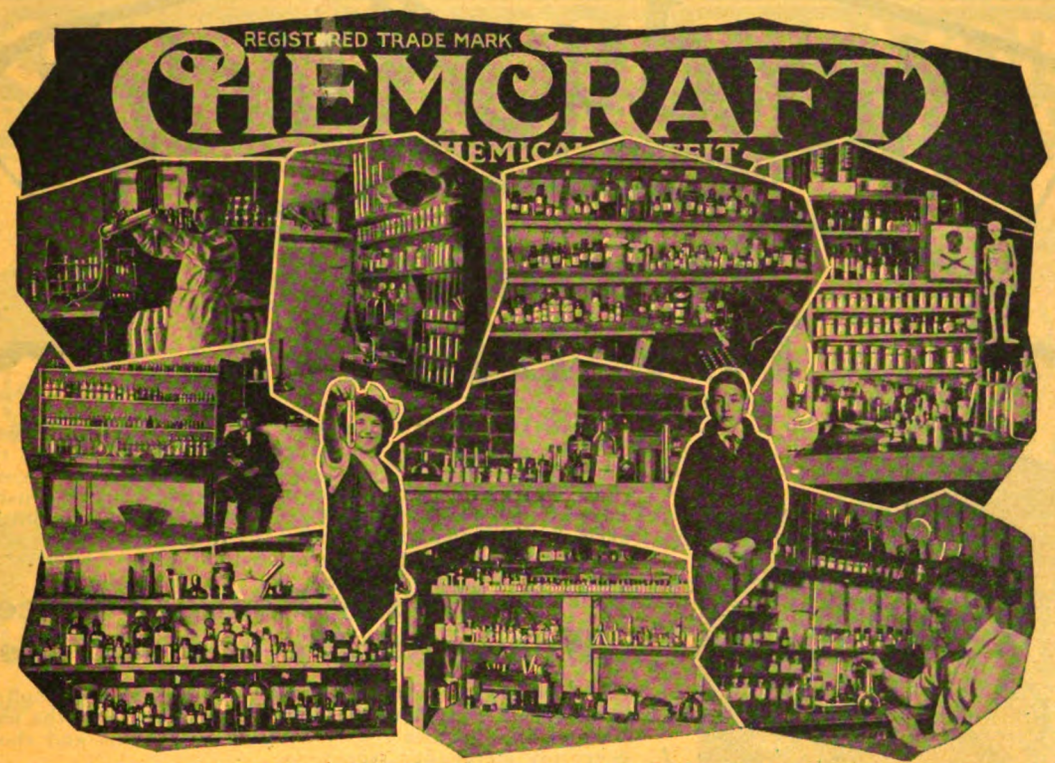
Retail—15c, 25c, 50c, 75c, $1.00, $1.25, $1.50, $2.00 to $10.00

THE MASON MFG. COMPANY

SOUTH PARIS, MAINE

Salesroom: 200 Fifth Avenue, New York
Room 805

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The Fastest and Easiest Selling Chemical Sets on the Market

THESE nine photographs show chemical laboratories owned by boys and girls. Every one started with a CHEMCRAFT outfit! Over 10,000 boys and girls are in The Chemcraft Chemist Club—everyone a walking, talking advertisement for CHEMCRAFT and the store that sells these sets.

New York Sales Office
Fifth Avenue Building
200 Fifth Avenue
Room 428
where the full line may be examined.



MORE CHEMCRAFT was sold last year than any year previous. The improvements made in CHEMCRAFT this year will make these outfits more popular than ever. Of course, our sales are but a reflection of your own.

CHEMCRAFT is fast becoming the only worth-while chemical set on the market. These outfits represent the greatest value. They sell fast and easy because they meet a popular and ever-increasing demand and give the purchaser the fullest value and endless enjoyment. Clean, easy merchandise to handle; well packed and labeled. Nationally advertised and known everywhere. Priced to give real value and marketed to give you liberal profit. Five sizes: 75c to $10.00.

"CharacterCraft"—The Character Analysis Game—is another winner you will find ready sale for. Now reduced to $2.00. **"Sachet-Craft"**—The Girl's Sachet Outfit—will bring girls' trade. Sells for $1.00 and $2.00. **"StarCraft"** and **"WHIFF"** are two more items that you'il find popular.

Send for Trade Catalogue
showing all these items. It's a convenient book for your file. Your request will bring it at once.

The Porter Chemical Company

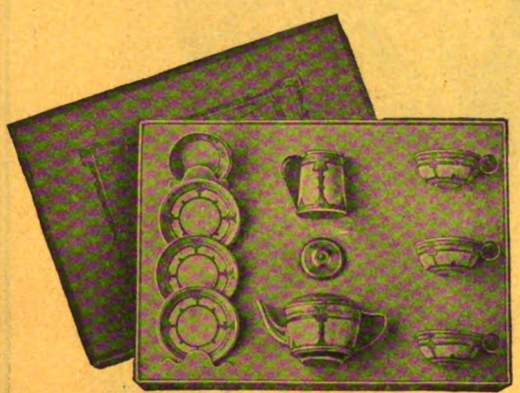
Porter Products Put Science at Your Service
EXECUTIVE OFFICES:
HAGERSTOWN, MARYLAND

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"Sandy Andy"

TRADE MARK REG. U.S. PAT. OFFICE

Decorated Toy Dishes



Dish Set No. 238

"SANDY ANDY" Toy Dishes are made in china designs lithographed in many colors on heavy gauge metal, closely resembling real china dishes. They are indestructible. The workmanship, designs, finish and general quality are superior to the usual run of this class of merchandise. Cups, saucers and plates are finished inside and back in white enamel; an unusual feature. Sets are complete and offer values not duplicated in any other line.

Greatly Reduced Prices
Wonderful 25c and 50c Dish Sets

The entire line has been greatly reduced and now offers remarkable values. The sets shown here are representative of the entire line. This class of merchandise sells readily at all seasons and should be part of every toy merchant's stock.

Send for Complete Catalog

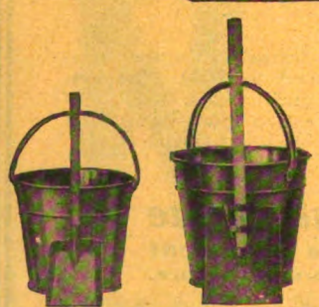
showing all "Sandy Andy" Toys and place orders now for immediate and future deliveries. This line will NOT be shown at the Chicago Toy Fair; on Display only at our New York Office.



Dish Set No. 243-14T



Dish Set No. 249-14T



Sand Pails and Sprinkling Cans

For Easter Trade

A line second to none for quality, finish and workmanship. Many dealers fill them with Easter Novelties, trim them with ribbon and move a lot that way.



Wolverine Supply & Mfg Co.

MAIN OFFICE AND WORKS
PITTSBURGH, PA.

NEW YORK OFFICE & SALES ROOM
200 FIFTH AVENUE

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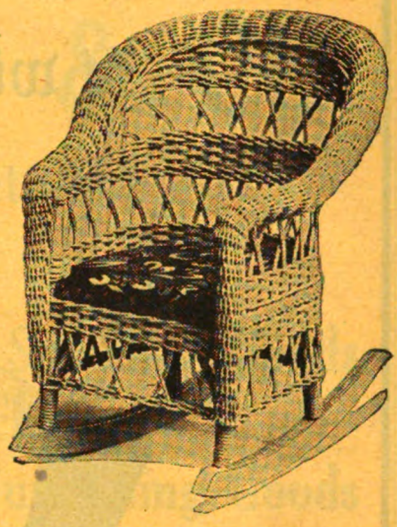
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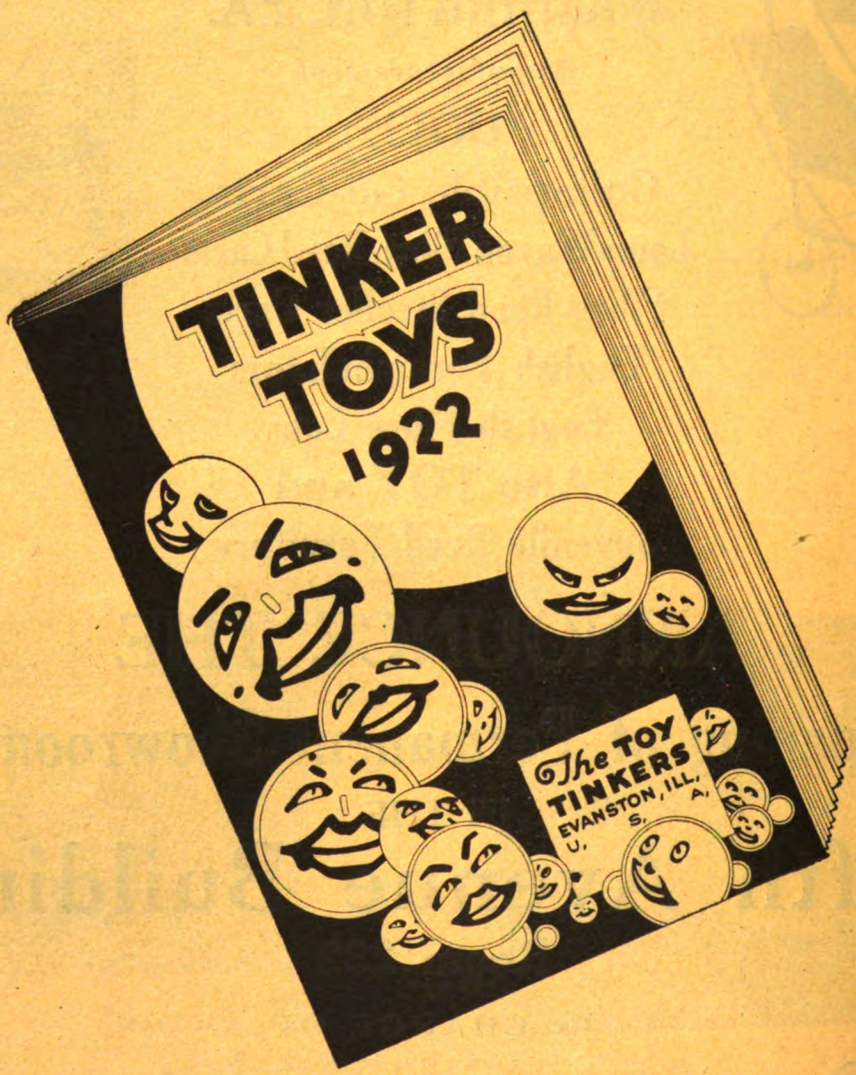
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The Toy Tinkers

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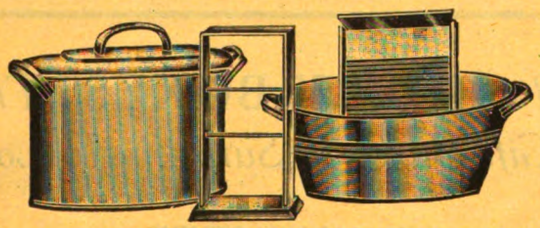
LEO SCHLESINGER & CO.

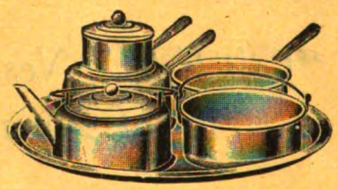
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"Playthings that serve a purpose"

Needlework Sets	Painting Outfits
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HOLLY BOXES FOR EVERY PURPOSE

Buyers all over the country--as far West as Spokane have found it to their advantage to buy Holly Boxes from us so OUR PRICES SURELY ARE RIGHT. JUST LET US QUOTE YOU.

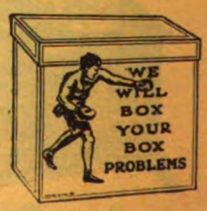


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Manufacturers of

MENGEL PLAYTHINGS

Fourth Floor, Hotel Breslin
Room 402 Toy Fair, 1922

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MILWAUKEE, WIS.

LIBERTY STONE BLOCKS
TYRO BLOCKS

Fourth Floor
Room 419 Hotel Breslin
Fred Goetz Toy Fair, 1922

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Gendron-Pioneer Children's Vehicles, Coaster Wagons, Automobiles, Velocipedes, Hand Cars, etc. Also Doll Carriages

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McArthur Fisher

THE PAPER NOVELTY MFG. — CO. —
NEW YORK CITY

BELLS, GARLANDS,
TREE ORNAMENTS

Fourth Floor, Hotel Breslin Toy Fair, 1922
Room 418 M. Pretzfelder

CARPENTER MFG. COMPANY
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Tinsel Cord, Ribbonzene and Fancy Twine for Christmas Wrappings

Fourth Floor Hotel Breslin
Room 422 Toy Fair, 1922

HALSAM PRODUCTS CO.
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CHICAGO

HALSAM "SAFETY BLOCKS"
The New Embossed Alphabet Blocks
AEROPLAY TINKERBLOX DICE

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Room 404 Harold E. Hirsch
B. L. Verkler

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130 West 42nd St. New York City
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Rooms 405-407 Toy Fair, 1922

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EVANSTON, ILL.

TINKER TOYS
"The Fastest Selling Line in America"

Rooms 502-503
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Laurence D. Ely
Albert J. Liescke

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1922 Toy Fair, Hotel Breslin, New York, Feb. 6 to Mar. 11

C. P. HENRY
AUBURN, N. Y.

BENNER Shoo Flys, See Saws, Baby Walkers
SHEBOYGAN Coaster Wagons, Tables, Chairs.
GENUINE Flexible Flyers, Fire Fly Coasters
JACK RABBIT Velocipedes, Bunny Cars.
HENRY DISPLAY RACK.

Fifth Floor, Hotel Breslin Toy Fair, 1922
Suite 508-510-512

THE DAN PATCH CO.
CONNERSVILLE, IND.

CHILDREN'S VEHICLES

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Room 514 F. E. Kehl

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WASHINGTON, PA.

Reed Doll Carriages Collapsible Doll Carts
English Perambulators

Fifth Floor, Hotel Breslin Toy Fair, 1922
Rooms 518-520

WALBERT MFG. CO.
CHICAGO, ILL.

Pitch-'Em "Rubber Horseshoe Game"
Pitch-'Em Winks, "Table Horseshoe Game"
Walbert Caterpillar Tractor
Walbert Trailer
Yankee Tank
Self-Reversing Street Car
Self-Reversing Ferry Boat
Sinking Battle Ship

Fifth Floor, Hotel Breslin Toy Fair, 1922
Room 511 N. H. Fuller

HILL-STANDARD CO.
"THE IRISH MAIL" LINE
of Children's Play Vehicles

HOTEL BRESLIN—FIFTH FLOOR
ROOM 516

General Office: Anderson, Ind.
Factories: Anderson and Kokomo, Ind.

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MILWAUKEE, WISCONSIN

Manufacturers of
Doll Carriages, Hobby Horses, Children's Desks, Chairs Tables, and Shooflies

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Rooms 504 and 506 T. Palmer Ullmann, Representative

THE CARROM COMPANY
LUDINGTON, MICH.

GAME BOARDS
KINDERGARTEN BLOCKS AND TABLES
CARD TABLES

Fifth Floor, Hotel Breslin Toy Fair, 1922
Room 507 R. B. Sturtridge
W. J. Mulder

JANESVILLE PRODUCTS CO.
JANESVILLE, WIS.

THE SKUDDER CAR
Ball-Bearing—No Dead Center
Janesville Ball-Bearing Coaster Wagons
The Janesville Line Children's Vehicles

Sixth Floor, Hotel Breslin Toy Fair, 1922
Room 607

AMERICAN FLYER MFG. COMPANY
2225-39 So. Halsted St. CHICAGO, ILL.

A Complete Line of
Mechanical and Electrical Miniature Railroads and Accessories

Sixth Floor, Hotel Breslin Toy Fair, 1922
Room 602 H. F. Mack

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DAYTON, OHIO

THE FAMOUS
HILL CLIMBER TOYS

Sixth Floor, Hotel Breslin Toy Fair, 1922
Room 606 W. E. Schieble

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KATHERINE A. RAUSER, Inc.

DOLL OUTFITS AND ACCESSORIES
DOLLS

Sixth Floor, Hotel Breslin
Room 608

Toy Fair, 1922
Mrs. K. A. Rauser

THE KIRBY MFG. CO.

MIDDLETOWN, CONN.

Toys with Bells

REINS RATTLES CHIMES

Sixth Floor, Hotel Breslin
Room 609

Toy Fair, 1922
E. S. Coe

M. A. DONOHUE & CO.

701-733 So. Dearborn Street
CHICAGO

GIFT BOOKS
TOY BOOKS CLOTH BOOKS

Sixth Floor, Hotel Breslin
Rooms 610-612

Toy Fair, 1922
Wm. Hammersley
H. R. Foss

DAYTON TOY & SPECIALTY COMPANY

DAYTON, OHIO

Wood Bottom Wagons, All-Steel Express Wagons, Wheelbarrows, Dump Wagons, Carts, Ring-A-Peg

Sixth Floor, Hotel Breslin
Room 611

Toy Fair, 1922
John G. Alexander

CLARENCE KINNE

PAWTUCKET, R. I.

Tennis, Croquet, Fishing Tackle
Athletic Goods

PRATT MFG. CO.

Boys' & Girls' Sleds, Shoo Flies, Etc.

Sixth Floor, Hotel Breslin
Room 614

Toy Fair, 1922
Clarence Kinne

M. J. CHASE

PAWTUCKET, RHODE ISLAND

The Chase Stockinet Doll, Character Dolls, Educational Dolls, Bath-Tub Dolls, Rag Dolls.

Sixth Floor, Hotel Breslin
Room 615

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R. D. Chase

IDEAL NOVELTY & TOY CO.

273-287 Van Sindern Ave. BROOKLYN, N. Y.

A NEW LINE OF

WALKING { DOLLS / TEDDY BEARS

SITTING BABIES MOVING EYE DOLLS
EXCLUSIVELY

Sixth Floor, Hotel Breslin
Room 616

Toy Fair, 1922
M. Michtom

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RAVENNA, OHIO

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Sadirons, Animal Banks, Wheel Toys, Etc.
Housefurnishing Specialties

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Room 618

Toy Fair, 1922
J. J. Kent

THE JOHN C. TURNER CO.

DAYTON, OHIO

STEEL TOYS

30-inch Locomotive and Tender

Sixth Floor, Hotel Breslin
Room 622

Toy Fair, 1922
V. R. Roehm

CROSBY MFG. CO.

FRENCHTOWN, N. J.

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of Reed and Iron

Sixth Floor, Hotel Breslin
Room 622

Toy Fair, 1922
W. W. Rogers

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1922 Toy Fair, Hotel Breslin, New York, Feb. 6 to Mar. 11

CRYSTEEL WORKS
BENJAMIN ELECTRIC MFG. CO.

Works: Chicago, Illinois
Offices: New York and Chicago

Child's Table and Chair Set and Crysteel Porcelain Enameled Table Tops, Kitchen Furniture, Etc.

Room 619 — Sixth Floor, Hotel Breslin, Toy Fair, 1922

KIRCHEN BROS.

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CHRISTMAS DECORATIONS

Vines Wreaths Poinsettias
Crepe Paper Hats — Favor Nut Cups

A. R. FLICK, Representative — Room 617 Breslin Hotel

ALL-METAL PRODUCTS COMPANY

WYANDOTTE, MICH.

Manufacturers of

Wyandotte Automatic Pop-Gun
Wyandotte Cork and String Gun
Wyandotte Cork Pistol
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Room 604, Breslin Hotel — Represented by Ralph P. Harlan

DESSART BROS.

BROOKLYN, N. Y.

Masks, Masquerade Suits, Santa Claus Outfits

Seventh Floor, Hotel Breslin, Room 702 — Toy Fair, 1922, Charles H. Dessart

H. J. PHILLIPS COMPANY, Inc.

354 Fourth Ave., New York
Factory, Branford, Conn.

Manufacturers of

GAMES, BLOCKS, TOYS, Etc.

Rooms 709-711, Harry J. Phillips — Seventh Floor, Hotel Breslin, Toy Fair, 1922

THE N. D. CASS CO.

ATHOL, MASS.

WOODEN TOYS
FUNNY FACE FAMILY

Seventh Floor, Hotel Breslin, Rooms 714 and 716 — Toy Fair, 1922, N. D. Cass, R. A. Green, B. L. Verkler

ARCADE MFG. CO.

FREEPORT, ILL.

Games, Iron and Wood Toys, Bird Houses, Hardware

Seventh Floor, Hotel Breslin, Room 718 — Toy Fair, 1922, S. C. Schmitt

B. WILMSEN

212 Ionic Street — PHILADELPHIA, PA.

CHRISTMAS TREE DECORATIONS
PAPER BELLS GARLANDS
HALLOWE'EN GOODS

Seventh Floor, Hotel Breslin, Room 708 — Toy Fair, 1922, B. Wilmsen, Jr., Wm. C. Campbell

CHARLES E. GRAHAM & CO.

NEWARK, N. J.

LITHOGRAPHED TOY BOOKS

Seventh Floor, Hotel Breslin, Rooms 710-712 — Toy Fair, 1922, C. E. Graham, A. H. Graham

M. GROPPER & SONS

Building No. 6, Bush Terminal
BROOKLYN, N. Y.

Manufacturers of

WOOD AND METAL TOYS

Seventh Floor, Hotel Breslin, Rooms 704-706 — Samuel Gropper, J. Pressman

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1922 Toy Fair, Hotel Breslin, New York, Feb. 6 to Mar. 11

ANDERSON RUBBER CO.
AKRON, OHIO

Rubber Balls and Balloons
Toys and Novelties
Foot Balls

Seventh Floor, Hotel Breslin
Room 720

S. W. Anderson
Wm. C. Woltman

ROGERS CONSTRUCTION CO.
GLOUCESTER, N. J.

Rogers Sunshine Toys

Eighth Floor, Hotel Breslin
Room 806
F. C. Rogers
J. J. Garvin

Toy Fair, 1922

PAUL AVERILL, INC.
107 Bleecker St. New York City

"WONDER WALKING DOLL"

Seventh Floor, Hotel Breslin
Room 522

Toy Fair, 1922

THE GEORGE FRANKE SONS CO.
BALTIMORE, MD.

Tinsel Garlands, Tree Ornaments,
Nested Christmas Gift Boxes

Eighth Floor, Hotel Breslin
Room 812

Toy Fair, 1922
Bernard E. Franke

WM. F. DRUEKE & CO.
GRAND RAPIDS, MICH.

Staunton Pattern Chessmen
Cribbage Boards Rhum Boxes
Hudson Maxim's Game of War
Toy Spinet Desks

Room 704
W. F. Drueke

Seventh Floor, Hotel Breslin
Toy Fair, 1922

AVERILL MANUFACTURING COMPANY
NEW YORK

MADAME HENDREN
TALKING AND WALKING DOLLS
KUDDLE BUNNIES

Acy Lehman
Rooms 715-722-724

Toy Fair, 1922
Hotel Breslin

THE BEISTLE COMPANY
SHIPPENSBURG, PA.

Paper Bells and Garlands, Valentines,
Paper Hats, Hallowe'en Goods

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Rooms 717, 719
J. G. Duff
Walter Robichaud

Toy Fair, 1922

THE RUNDLE MFG. CO.
FREMONT, OHIO

Extensive Line Children's
Vehicles

Eighth Floor, Hotel Breslin
Room 802

Toy Fair, 1922
Geo. W. Rundle

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HAFNER MANUFACTURING CO.

CHICAGO, ILL.

"Overland Flyer" Railways

Eighth Floor, Hotel Breslin
Room 816

Toy Fair, 1922
W. F. Hafner

THE DAYTON FRICTION TOY CO.

DAYTON, OHIO

Friction Toys

Eighth Floor, Hotel Breslin
Room 814

Toy Fair, 1922

DOWST BROS. CO.

120 Ann Street, CHICAGO

METAL TOYS
5 & 10 CENT GOODS

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Room 820

Toy Fair, 1922
T. S. Dowst

THE REPUBLIC TOOL PRODUCTS CO.

DAYTON, OHIO

Momentum
Floor Toys

Eighth Floor, Hotel Breslin
Room 822

Toy Fair, 1922
C. F. Black

WEEDEN MFG. CO.

NEW BEDFORD, MASS.

Toy Steam Engines

Eighth Floor, Hotel Breslin
Room 808

Toy Fair, 1922
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THE FOX TOY COMPANY

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Originators "Foxy Toys," Unbreakable Educational Steel Slates, Easel Black Boards, Wall Boards, Spelling Boards, Word Sentence and Problem Builders. Games and Puzzles

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Room 809

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J. H. Fox, C. E. Fox

W. A. HUSTON

Representing LA VELLE MFG. CO.

NEW HAVEN, CONN.

EDUCATIONAL TOYS

Rooms 817 and 819

Breslin Hotel
Toy Fair, 1922

BAUMGARTEN & CO.

BALTIMORE, MD.

"Toys that Print," Rubber Stamps and Stencil Toys, Printing Presses, Sand, Art

Eighth Floor, Hotel Breslin

Room 818
Morris Baumgarten

Toy Fair, 1922
J. W. Baumgarten

WALLIE DORR CO., INC.

NEW YORK

Pool Tables
Touring Card Game
Foolish Questions Card Game
Something New

8th Floor Hotel Breslin
Room 804

Toy Fair, 1922
Wallie Dorr

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In addition to our

POPULAR STANDARD ITEMS

Consisting of



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THE ORIGINAL ROUND CORNERED BLOCKS

TINKER BLOX

AEROPLAY

we will exhibit our

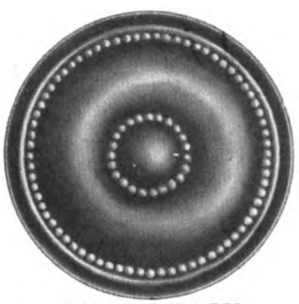
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of

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(COMPLETE LINE)


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CIRCLE BACK


SOLAR


DRAGON


PERFECTION

ROOM 404—FOURTH FLOOR

HOTEL BRESLIN TOY FAIR

FEBRUARY SIXTH TO MARCH ELEVENTH

HALSAM PRODUCTS COMPANY



4114-4124 RAVENSWOOD AVE.

CHICAGO,
ILL.







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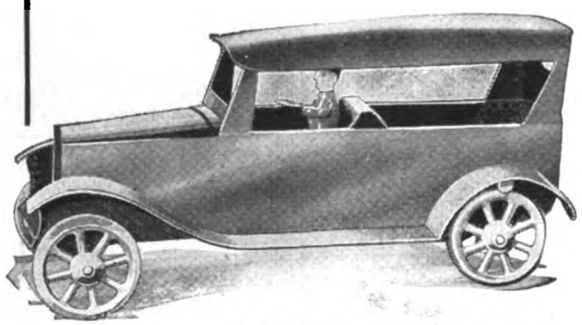
Dayton Friction TOYS

See Our Complete Line at the Toy Fair

Feb. 6—Mar. 11
Room 814

HOTEL BRESLIN

JUST A FEW OF THE LINE THAT HAS ESTABLISHED A NEW SALES RECORD THIS CHRISTMAS







Here is the No. 500 Locomotive and Tender. So strong it will bear the weight of a man, and so powerful it'll pull a train. Finished in Red, Green and Gold, 24" long.

The Touring Car and Duck pictured above are splendid examples of the DAYTON FRICTION LINE.

"Nothing Can Break Because There Is Nothing To Break"

WRITE FOR CATALOG AND PRICES

The Dayton Friction Toy Company
DAYTON, OHIO

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It Started Over a Match—

Three preoccupied men, strangers to one another, had adjacent seats on the Twentieth Century from Chicago.

After a while, one selected a cigar from his case. A painstaking search through his pockets failed to produce the requisite match.

Cigar in hand, he leaned over to a fellow passenger who likewise made an unfruitful effort. Then they both turned to the third, an elderly gentleman, who smilingly supplied the necessary sulphur stick.

In the ensuing conversation, it was learned that while all three were toy buyers, the keen-eyed gentleman who was so amply supplied with matches was the only one who consistently followed up the Toy Fair.

"I never fail," he said, "to visit the Toy Fair at the Hotel Imperial, because those manufacturers who are exhibiting there are usually the ones who are the most progressive in every respect, and who have the newest items and novelties for which I am constantly looking."

"Years ago, I made a practice of calling at the offices and factories of the various manufacturers. You cannot imagine how much time and energy I save by attending this Fair. Why, for the last six years, I have secured the cream of the trade in Milwaukee because I show the latest novelties six months before the other fellow."

Bear this in mind—the very latest and newest items in the way of toys will be shown at the Fair. Make it a point to visit us when you come to New York. A brief description of the lines of those manufacturers who have already contracted for display space appears in the card announcements on the following pages.



1922 TOY FAIR

February 6th—March 11th

HOTEL IMPERIAL NEW YORK

Broadway, 31st and 32nd Streets



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MEET US AT HOTEL IMPERIAL DURING THE TOY FAIR

Firm Name	Place of Business	Room
Adler Favor & Novelty Co Favors	St. Louis, Mo.	282
American Colortype Co Holiday Post Cards, Christmas Tags and Seals, Paper Cut Out Dolls, Doll Furniture, Fold-A-Way Toys.	Chicago, Ill.	221
American Made Toy Co Animals de Luxe	Brooklyn, N. Y.	229
American Pictograph Co Motion Picture Machine for the Home	Manchester, N. H.	316
American Toy Works Toys and Novelties	New York, N. Y.	
Art Metal Works Unbreakable Talking Dolls, Novelties	Newark, N. J.	263
Atlas Doll & Toy Co All Metal Dolls, Metal Heads, Cork Stuffed Dolls with Metal Heads and Arms	Baltimore, Md.	328
Automatic Cradle Mfg. Co., Flivver, Propelling Car for Children	Stevens Point, Wis.	220
Bacon, Inc., R. W Sprinklit Sets, Luthy Hugh Arte Chyna, (in toy tea table boxes)	New York, N. Y.	123
Baker Company, W. J Children's Rubber Tired Wheel Goods, Baker's Real Base Ball Game, Toy Auto and Garage	Newport, Ky.	338
Bastian Bros. Toys and Novelties, Celluloid Baby Rattles, Pin Wheels	Rochester, N. Y.	216
Belasco Mechanic Corp. Ponygo, Racing Game	New York, N. Y.	261
Bergen & Son, J. S Ribbonzene, Tinsel Cord, Paper Specialties	New Brunswick, N. J.	324
Binney & Smith Co. Crayon & Paint Sets	New York, N. Y.	321
Bissell Carpet Sweeper Co. Toy Carpet Sweepers	Grand Rapids, Mich. & New York City	268
Bong Toy Co	New York, N. Y.	382
Bon Tober Sporting Goods Co., Base Balls, Indoor & Playground Balls, Basket Balls, Rugby Balls, Gloves and Mitts	New York, N. Y.	439
Boston Novelty Co., Inc Mechanical Wood Toys, Toy Furniture, Building Blocks	Concord, N. H.	231
Bowman Associated Toy Factories Aluminum, Enamel, China Toy Tea Sets, Minerva and Bee-Vee Wheel Toys, Bowman All-Steel Coasters and Wooden Coasters, Carts and Wheelbarrows.	Cleveland, Ohio	101-03-05-07
Bradley Corp., C. E Ten-Pins and Wooden Toys	Brattleboro, Vt.	240
Broadfield Toy Co Broadfield Air Gliders	Hempstead, L. I.	261
Burdette-Murray Co. The Drawing Master	Cleveland, Ohio	437
Century Doll Co Mama Dolls, Jointed Dolls, Stuffed Dolls	New York, N. Y.	309
Champion Mfg. Co	Geneva, Ill.	271
Chase & Co., L. C Chase Pressed Steel Wheels	Boston, Mass.	212
Chessler Co., The Stuffed Rabbits, Animals, Cloth and Felt Dolls, Felt Caps, Pennants	Baltimore, Md.	111
Chicago Ferrule & Nut Co Buddie Toys, Buddie Acrobats, Buddie Pull and Push Toys, Buddie Cannon, Steel Doll Furniture	Chicago, Ill.	239
City of Paris Imp. Co Pyfyly, Constructional Toys	New York City	203
Commercial Mfg. & Pattern Works. Novelty Dolls, Games, Child's Costumer, Toy Furniture	Chicago, Ill.	434
Cress Co., H. G Reversible Educational Games, Spelling Boards, Fireside Games, etc.	Troy, N. Y.	128
Cummings, A. B Standard Toy Moving Picture Machines	Attleboro, Mass.	217
Dadhul System Home Cinemas	Boston, Mass.	125
Dail Steel Products Co Wolverine Speedsters	Lansing, Mich.	319
Diamond Toy Corp Diamond Toys (Wood)	New York City	109
Drees Mfg. Co., Con F Red Wheel Toys, Hand Painted Character Toys, Metal Wheel Toys, Animal Wheel Toys, etc.	Covington, Ohio	126
Double Fold Mfg. Co	New York City	266
Edwards Mfg. Co "Scout" Repeating Rifles and Pistols	Cincinnati, Ohio	418
Elm City Wood Toy Mfg. Co. Makers of 25c, 50c and $1.00 Toys, Toy Doll Carriages, Automobiles, Cradles, Beds, Trucks, Dump Carts, etc.	New Haven, Conn.	339
Empire Transformer Co Electric Toy Cooking Ranges, Aluminum Cooking Utensils, Electric Toy Transformers	Chicago, Ill.	267
Ernst & Herman Cloth Dolls, and figures with indestructible heads	Palisade, N. J.	120
Exerswing Co Self Propelling Swing	Minneapolis, Minn.	226
Federal Doll Mfg. Co Dolls (Walking and Talking), Dressed Dolls	New York City	330
Fleischer Toy Mfg. Co Stuffed Animals	New York City	290
Freidag Mfg. Co Toy Banks, Aeroplanes, Auto Trucks, Toy Carts, Automobiles, Toy Waffle Irons, and Boy Size Scooter	Freeport, Ill.	271
Fulton Specialty Co Toddling Charley, Rubber Type, Printers, Sign Makers, Picture Stamp Painting Sets	Elizabeth, N. J.	350
Gabriel Sons & Co., Samuel. Toy Books, Games, Blocks, Toys	New York City	315
Garton Toy Co Coaster Wagons, Steel Express Wagons, Velocipedes, Hand Cars, Croquet Sets, Steering Sleds	Sheboygan, Wis.	421

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MEET US AT HOTEL IMPERIAL DURING THE TOY FAIR

Firm Name	Place of Business	Room
Gem Toy Co Dolls	New York City	232
General Phonograph & Mfg. Co. Baby Toy Phonographs	Elyria, Ohio	234
Goldberger, E. Stuffed Dolls, Character and Carnival Dolls	New York City	247
Gottlieb Paper Products Mfg. Co., Bells and Garlands, Serpentines, Confetti	Brooklyn, N. Y.	248
Grand Rapids Toy Mfg. Co., Inc., Toy Furniture, To-To Toys	Grand Rapids, Mich.	222
Hanley Toy & Novelty Co	Chicago, Ill.	284
Hayes Wood Product Co., J. W., Jefferson City, Mo.		318
H. E. M. Mfg. Co The Chummy Wheel Toy	Hamilton, Ohio	206
Henrikson Mfg. Co Toy Games	Chicago, Ill.	431
Hesslein Sons, Inc Practical Tool Chest, Wall Racks and Wall Cabinets.	Newark, N. J.	242
Hugo Mfg. Co., John Teletoys, Radio Rex, Wireless Bank, Ducky Lucky	New Haven, Conn.	337
Huntinghouse Favor Co., R. G. Favors	Chicago, Ill.	440
Hurst & Co Toy Books and Complete Line of Cloth and Board Covered Juveniles	New York City	244
Hy-Sil Mfg. Co. Tinsel Cord—Ribbonzene, Tinsel, Garlands, Ornaments, Tinsel Ribbon, Cards, Tags, Seals	Revere, Mass.	227
Ideal Book Builders Child Improvement Games	Chicago, Ill.	133
Inventors Mdse. Serv. Corp. Dollies' Bungalow and Dollies' Mansion	New York City	369
Invisible Color Print Corp	New York City	326
Jackie Coogan Toy Automobiles Toy Autos	Los Angeles, Calif.	116
Jeannette Toy & Novelty Co Automatic Toys	Jeannette, Pa.	432
Jennings, Emerson P Novelty Toys	Lehighton, Pa.	118
Jefferson Electric Co Jiffy Jeff Toy Washing Machine, Toy Transformers	Chicago, Ill.	442
Joyland Toy Mfg. Co Doll Furniture and Toys	Milwaukee, Wis.	322
Juvenile Mfg. Co Wood Trains; Juvenile and Toy Furniture	Vincennes, Ind.	267
Kaplan Bros. Artificial Flowers and Wreaths	New York City	334
Kelly Mfg. & Sales Co	Baltimore, Md.	286
Kern Toy Co., Inc Educational Toys	Buffalo, N. Y.	218
Keystone Mfg. Co Moving Picture Machines, Magic Lanterns, Moviegraph, Tin Horns, Trumpets	Boston, Mass.	241
Kohl Thomas Co Toys	Chicago, Ill.	424
Kokomo Spec. Mfg. Co Rollercycle, Icecycle	Kokomo, Ind.	223
Kumfy-Kab Co. Doll Carriages	La Porte, Ind.	367
Leavens Co., E. M., Inc Toy Books for Children	Rochester, N. Y.	250
Lehman Mfg. Co Kiddies' Merrigo, Juvenile Furniture	Cannelton, Ind.	344
Leistner, Oscar Christmas Decorations, Flowers, Baskets, Artificial Flowers, Favors, Confetti, Novelties	Chicago, Ill.	230
Lindstrom Tool & Toy Co. Mechanical Automobiles, Spinning Tops and Climbing Monkeys	Bridgeport, Conn.	236
Lloyd Toy Co Automatic Ten Pin Game	Minneapolis, Minn.	365
Lohse Mfg. Co., William Philadelphia, Pa.		265
Lynn Coaster Car Co Coaster Car	Lynn, Mass.	204
McCarthy Novelty Co., Inc. Amsterdam, N. Y.		419
McLaren Sleight Corp Children's Vehicles, Wooden Toys	Niles, Mich.	219
Madmar Quality Co Animal Toys, Games, Cannons and Soldiers, Picture Puzzles, Electric Motors, Furniture Sets	Utica, N. Y.	415
Manor Toy & Novelty Co. Kiddie Karavan (circus) Doll Houses, Garages, Wooden Toys	New Rochelle, N. Y.	429
Marchant Toy Co., R. H. Toy Parachute	San Francisco, Cal.	268
Master Craft Doll Co Walking and Talking Dolls	New York City	422
Marks Bros. Co Stuffed Dolls with Celluloid Heads, Dandy Horns	Boston, Mass.	241
Metallic Industries, Inc Metalcraft, Steelbilt Play-Ons	St. Louis, Mo.	427
Metal Goods Corp Ribbon Tinsel, Aluminum Novelties	St. Louis, Mo.	282
Midget Novelty Co Toy Carpet Sweepers, Stationary and Adjustable Cars, Glides, Rockers, Nursery Chairs, Child's Tables, Wood Dolls, etc.	New York City	214
Miller Rubber Co. of New York Inflated Balls, Sponge Dollies	New York City	124
Minnehaha Mfg. Co	St. Paul, Minn.	290
Modern Toy Co., Inc Character Dolls	Brooklyn, N. Y.	224
Moline Pressed Steel Co All Steel Playthings, The Buddy "L" Line	East Moline, Ill.	303
Morris, George W Christmas Stockings filled with Toys	Portland, Me.	342

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MEET US AT HOTEL IMPERIAL DURING THE TOY FAIR

Firm Name	Place of Business	Room
Mutual Novelty Mfg. Co. Christmas Tree Decorations, Silver Ribbon, Icicles	Chicago, Ill.	238
National Art Novelty Co. Metal Framed Pictures, Mirrors, Photo Frames, Art Novelties	Chicago, Ill.	447
National Toy Mfg. Co. Jackie Acrobats	Chicago, Ill.	336
Nourse Company, The. Children's Books, Painting Books, Cut Outs, Sewing Outfits	New York City.	244
Ohio Art Co. Lithographers on Steel, Toy Tea Sets, Sand Pails, Oval Framed Pictures	Bryan, Ohio.	115
Osborn Crew Mfg. Co., The	Cleveland, Ohio.	369
Pan-American Toy Co. Easter Toys, Ehh Rolling Games, Baseball Game, Golf Games, Quaddy Toys and Games	Kansas City, Mo.	332
Payne, Inc., A. S ... Doll Furniture, Hand Mirrors, Garment Hangers	North Bennington, Vt.	345
Pennsylvania Mfg. Co. Toity Toys (Wooden)	Hatfield, Pa.	417
Pin Wheel Movie Co.	New York City.	366
Perkins-Campbell Co.	Cincinnati, Ohio.	382
Piroxloid Products Corp. Christy Mathewson Big Six Base Ball Game, Ace Brand Dice and Dominoes	New York City.	225
Pogo Company, The. Pogo Jumping Stick	New York City.	211
Platt & Munk Co. Starbooks and Toys for Children	New York City.	245
Pollyanna Co. Pollyanna Doll Clothes Sets	Chicago, Ill.	305
Pordell Projector, Inc. The Pordell Projector Kiddie Cycles	New York City.	341
Portland Novelty Co.	Rochester, N. Y.	368
Racego Game Co. Go, The Horse Racing Game	Philadelphia, Pa.	205
Readsboro Chair Co. Cribs, Bassinettes, Tables, Chairs, Baby Walkers, Toy Desks, Shooflies, Double Rockers, Nursery Chairs and Seats	Readsboro, Vt.	207
Reed Mfg. Co., Evan L. Crackerjac Christmas Tree Holders, Stilts, Baseball Game, Tur-Toys, Toy Ironing Boards, Children's Vehicles	Sterling, Ill.	271
Rees-Davis Toy Co. Floating Toys and Novelty Dolls	Chicago, Ill.	436
Rex Rubber & Novelty Co. Balloons	New York City.	122
Reisman, Barron Co. Dolls	New York City.	237
Richards Co., The. Toddler Toys	New York City.	347
Richmond School Furn. Co. Educational Blackboards	Muncie, Ind.	329
Roll-I-Rocs, The. Roll-I-Rocs	Cleveland, Ohio.	426
Saalfield Pub. Co. Children's Books, Doll Cut-Outs, both Paper and Muslin, Donkey Party Games, etc.	Akron, Ohio.	233
Santa Claus Toy Mfg. Co., Inc. Ubildit Play Houses	Buffalo, N. Y.	311
Sarossco Mfg. Co. Lead Soldiers, Indian, Jungle and Barnyard Sets	New York City.	430
Selrite Products Co. Home Run Babe Baseball Toy	New York City.	331
Shaphard Novelty Co. Tinseled Christmas Tree Ornaments and Tinsel	Brooklyn, N. Y.	266
Siebert Co., O. W. Doll Carriages	Gardner, Mass.	121
Spectrum Crayon Co. Birthday Candles, Painting Sets	Marietta, Ohio.	366
Spring Valley Wood Products Co., Boudoir and Floor Lamps and Trays, Smoking Stands and Novelty Smokers, Horse Bikes and Child's Cars	New York City.	201
Stoner, Dr. Winifred Sackville.	New York City.	288
Superior Toy Mfg. Co.	Brooklyn, N. Y.	284
Standard Crayon Mfg. Co. Wax Crayon Marking Products	Danvers, Mass.	340
Statler Mfg. Co., Inc. Geographical Lotto and other Games, Painting Boxes, Dolls' Sets, Golf Sets for Children	Baltimore, Md.	209
Swint Mfg. Co. Toys, Miniature Railroad Accessories, Scenic Effects, Games and Novelties	Philadelphia, Pa.	307
Toy Company of America. General Line of Toys	Appleton, Wis.	117
Toy Shop. Stuffed Animals, Easter Rabbits, Teddy Bears, Cats, Dogs, Elephants, etc.	New York City.	438
Thordarson Electric Mfg. Co. Danditoy Transformers	Chicago, Ill.	428
Transogram Co. 10c Walking Doll, Gold Medal Toys	Brooklyn, N. Y.	215
Ullman Mfg. Co. Paint Boxes, Coloring Outfits, Paper Sculpture	New York City.	333
Universal Toy & Novelty Mfg. Co. Romping Animals, Clowns, Doll Carts, The Derby, Toy Furniture	Chicago, Ill.	416
Utica Toy & Novelty Co.	Utica, N. Y.	365
Van Toy Co., The. $1.00 Phonograph	Cleveland, Ohio.	327
Wade-Clark Co. "Pokomo"—a Base Ball Game	Rochester, N. Y.	368
Whitman Publishing Co. Toy Books, Children's Stationery	Racine, Wis.	317
Wilder Mfg. Co. Doll House Furniture, Wheel Goods, Games, Mystic Ouija Board, Mitchie Manitou Boards	St. Louis, Mo.	228
Wonder Flower Co. Soft Artificial Fruits	New York City.	320
Warne & Co., Frederick. Games	New York City.	282
Zaiden Toy Works. Mechanical Doll Creations	Newark, N. J.	127

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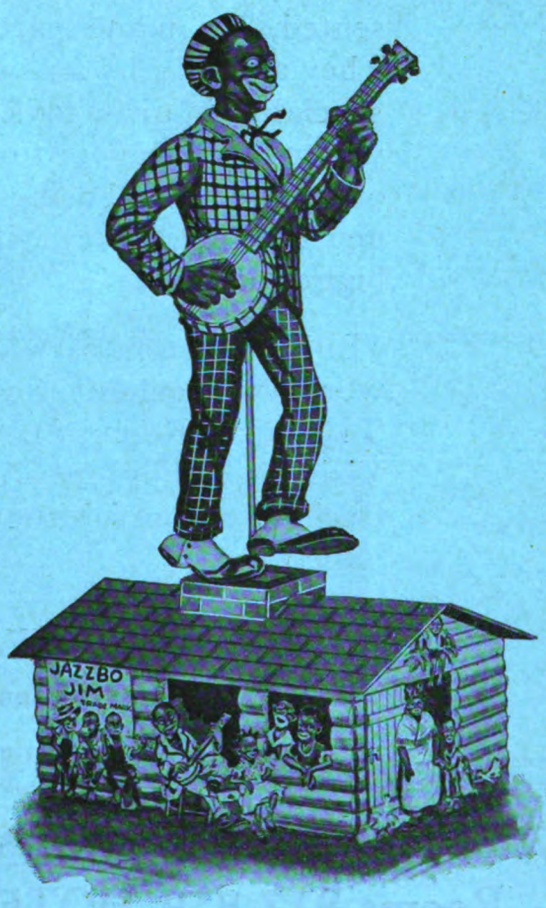
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are now ready for inspection of the Trade. Stock of spring and summer specialties, school supplies and staples, now ready.

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For that vast army of girls for whom today there are but a scant dozen of real girls' toys. These unique and distinctive outfits, beautifully designed and presented, are made particularly for girls. They are built by a new concern who will specialize in girls' toys. They will enable you to increase your toy market—to reach out and compel business from an entirely new channel. They will open up new and bigger profits.

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The Alabama Coon Jigger

(TRADE MARK)

Jigs like a real "Coon." Extremely amusing and realistic. Simply release the button and the "Coon" starts an old-fashioned plantation break-down.

WARNING

Any dealer selling or offering for sale any imitation of the Alabama Coon Jigger, renders himself equally liable with the manufacturer to damages under the statute of infringement.

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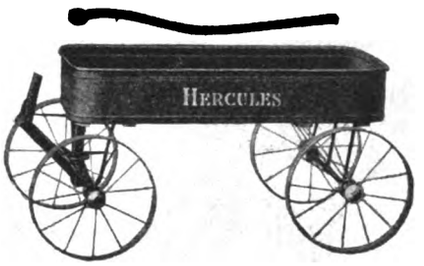
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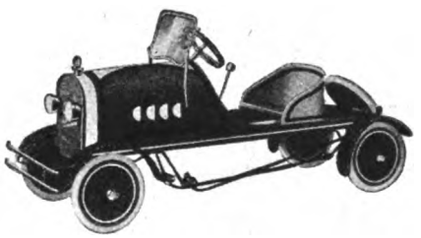
Constructed of strong steel stampings. A high grade steel wagon, suitable for hauling and general utility.

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We are in position to supply a first quality of several grades, strongly made and of original design, equipped with adjustable handle bars, bicycle saddles, rat-trap pedals, etc.

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Models of original design, fully equipped with serviceable accessories, and constructed so as to give the little users the most pleasure and healthful exercise with the least exertion. We have entirely eliminated heavy, easily broken castings, replacing them with light, strong, steel stampings.

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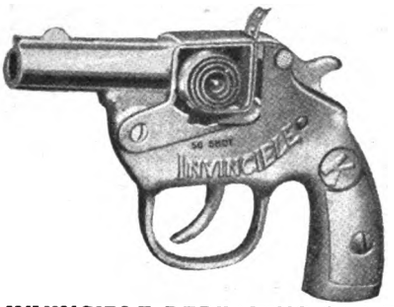
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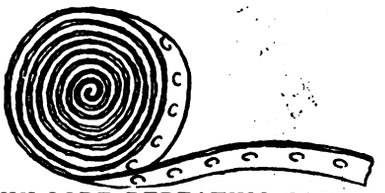
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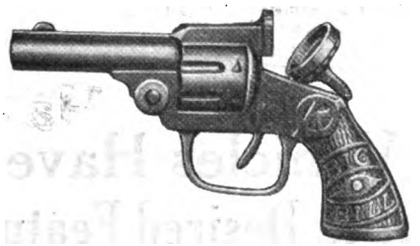
PISTOLS AND PAPER CAP NOVELTIES



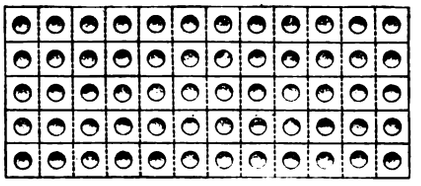
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Made of Iron, handsomely nickel plated. Strong and durable. Pistol shoots fifty Caps as fast as trigger can be pulled. Each pistol packed in attractive carton.



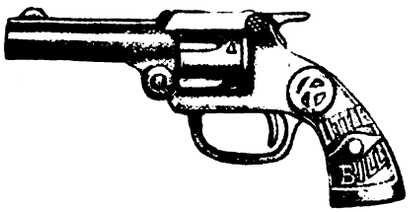
No. 2 KILGORE REPEATING CAPS
Fifty caps to the roll. Five rolls to the carton. Caps of clear loud report. Sure fire.



No. 3 BIG BILL PISTOL
Something new. Nicely nickel plated. Shoots real SUPER-MAMMOTH CAPS. Easy to load. Safe and harmless. Safe substitute for dangerous blank cartridge pistol. Gives report as loud as real revolver.



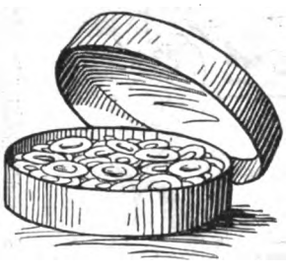
No. 4 SUPER-MAMMOTH CAPS
For use in the Big Bill Pistol and Bing Go Cap Shooter. Absolutely the loudest cap made for a toy pistol. Sixty caps to the package.



No. 5 LITTLE BILL CAP PISTOL
A snappy cap pistol. Nickel plated. Securely riveted and strong spring action. One dozen to the carton.



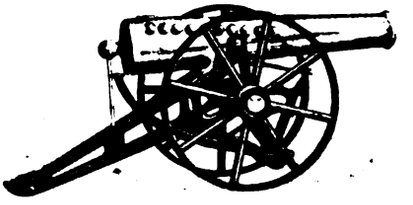
NO. 6 BING GO CAP SHOOTER
Actual size. A new novelty shooting SUPER-MAMMOTH CAPS. Gives extra Loud report. Directions: Attach string, place cap in magazine and drop-on pavement.



No. 7 KILGORE O. K. BRAND
Baby Round Cut Caps, No. 50. Securely packed one gross boxes to the carton.

No. 8 MAMMOTH CAPS
Extra loud, full count. Square cut. Very carefully packed. One gross to the carton.

BABY SQUARE CUT CAPS
150 caps to the box. Caps of clear loud report. One gross boxes to the carton.



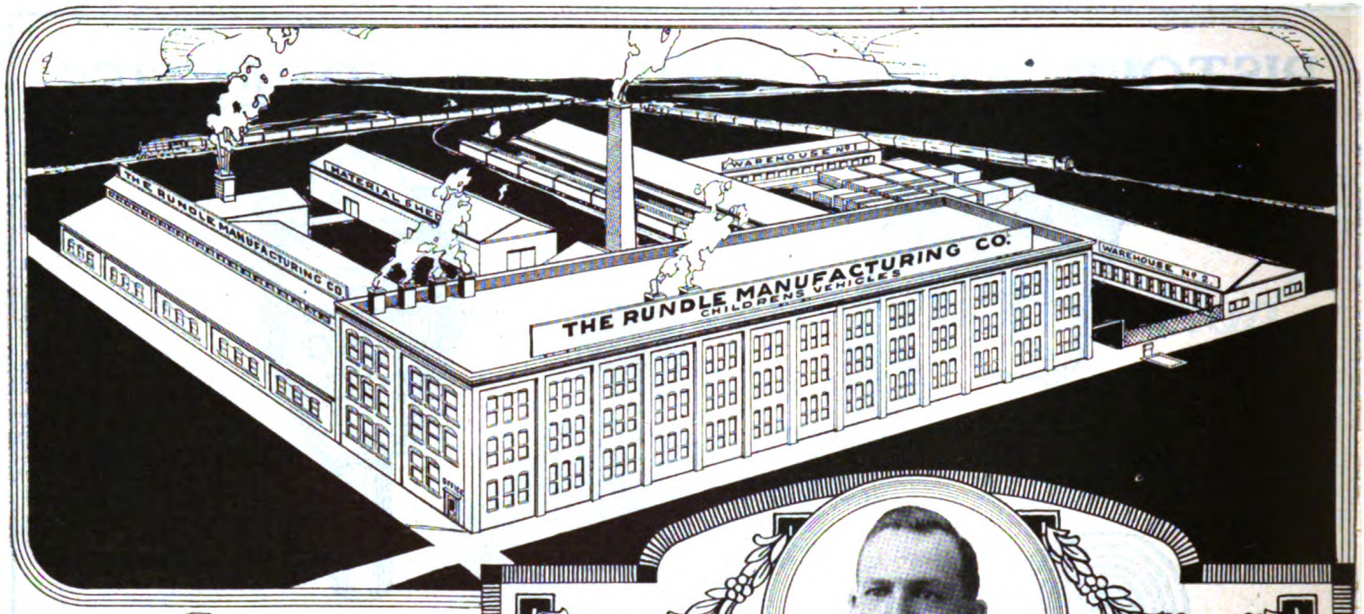
Length, 18 inches; Weight, 6 pounds

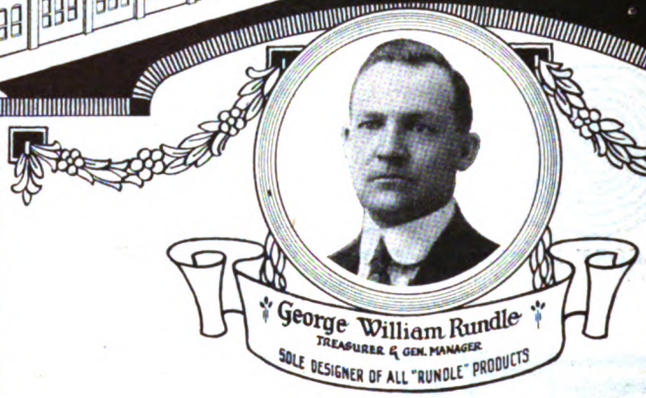
No. 9 THE BOY RANGER REPEATING MACHINE GUN
It's a lightning repeater, shooting 12 balls, one after another, as fast as you can operate the lever. A fine toy for every live boy. Makes no noise. Packed in individual Parcel Post Cartons.

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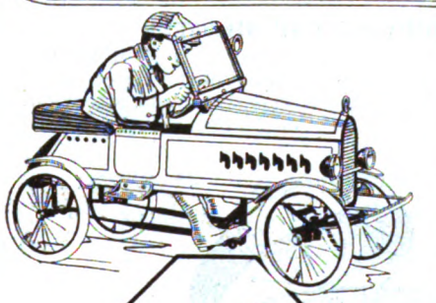
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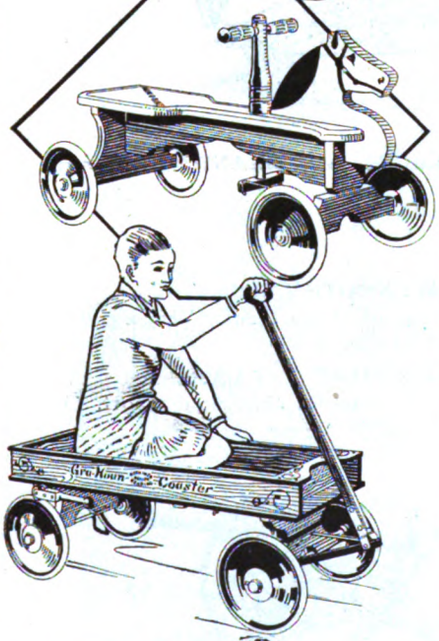
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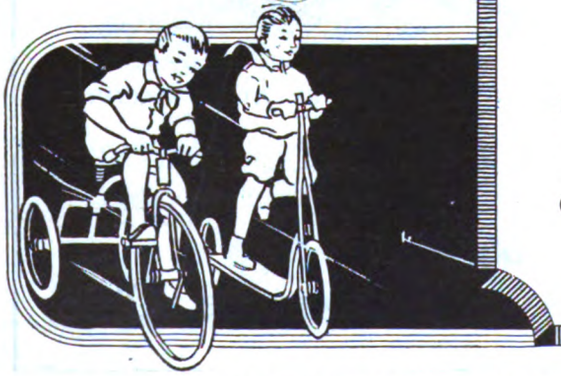




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RUNDLE Products are not only up-to-the-mark in sales-making attractions—they are ahead of it.

From coaster wagons with speedy rubber-tired disc wheels to racy steam-line autos with electric lights and pneumatic tires, not a single constructive, business pulling innovation is lacking.

But the real worth of Rundle Vehicles lies deeper than that—it goes clear down to the strong, carefully made frame-work—the high grade materials and expert designing and workmanship that must bear the brunt of the wear.

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Here's where we will illustrate the equipment next month. Make a memo of that fact.

Announcement

This is a new company in an old field, but we have been fortunate in obtaining a man well known to the majority of toy manufacturers.

Mr. Howard G. Bartling

Who for years has been sales manager of a concern making spraying devices, and is exceptionally well posted on the requirements of toy manufacturers.

When he first came to us he demanded that we construct a special equipment for the toy manufacturers based on what he knew to be the actual needs of toy makers. Therefore you know that the device will be efficient.

The equipment is a small compact outfit, selling at an exceptionally low price. Space prohibits our giving more detailed information, but we suggest that you drop us a card telling the dimensions of your product, and giving the present methods of finishing. Do not buy until you have seen the new Peerless, the simplest and most efficient spraying device yet produced.

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"The Spray Is the Way—the Peerless the Spray"

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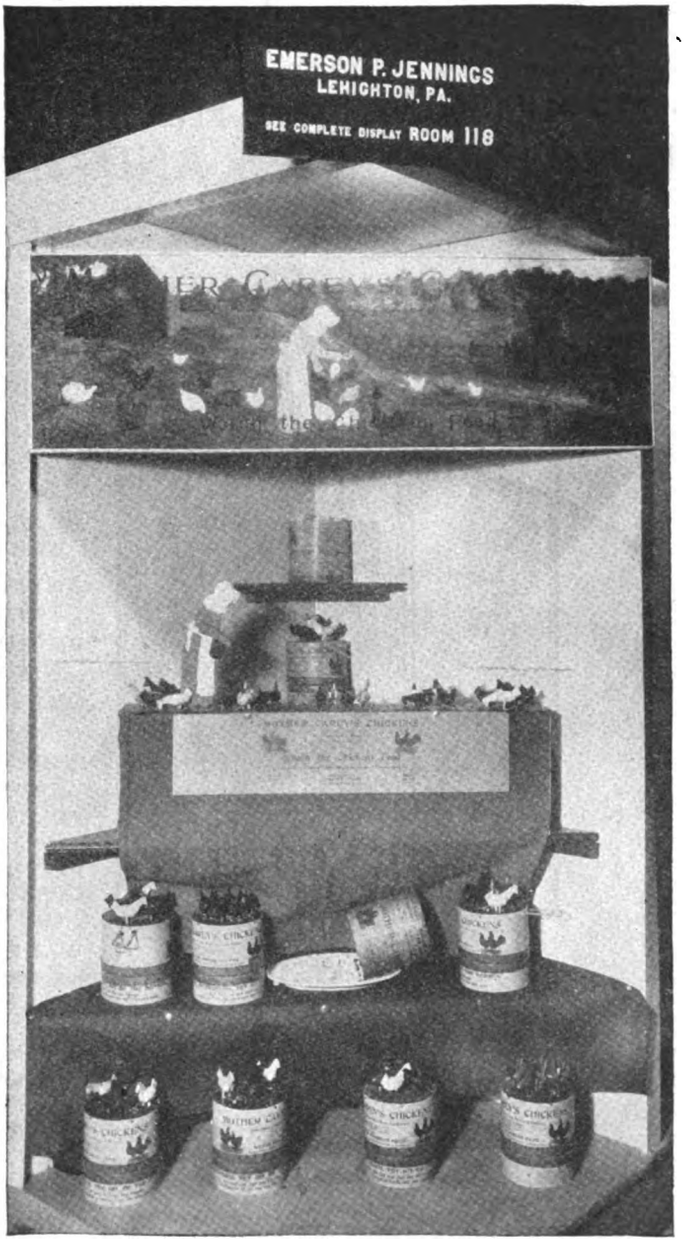
Mother Cary's Chickens

Latest Novelty Toy Created

THE HIT OF THE TOY FAIR

Greatest Mechanical Toy Novelty

Nothing to Get Out of Order as It Requires No Winding



DISPLAY AT TOY FAIR

Most Attractive Window Display

Big Crowd Drawer

Popular Priced With Good Profit to Jobber and Retailer

On Display—Room 118, Hotel Imperial

EMERSON P. JENNINGS - - - Lehighton, Pa.

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BUYERS ATTENTION!!
ALL YEAR ROUND TOY DISPLAY

Many prominent manufacturers maintain their New York headquarters in our show room

YOU BUY DIRECTLY FROM THE MANUFACTURER AT FACTORY PRICES AND TERMS

ATLAS DOLL & TOY CO.
Metal Dolls and Heads

BESSTEEL MFG. CO.
Coaster Wagons

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FEDERAL DOLL MFG. CO.
Character and Baby Dolls

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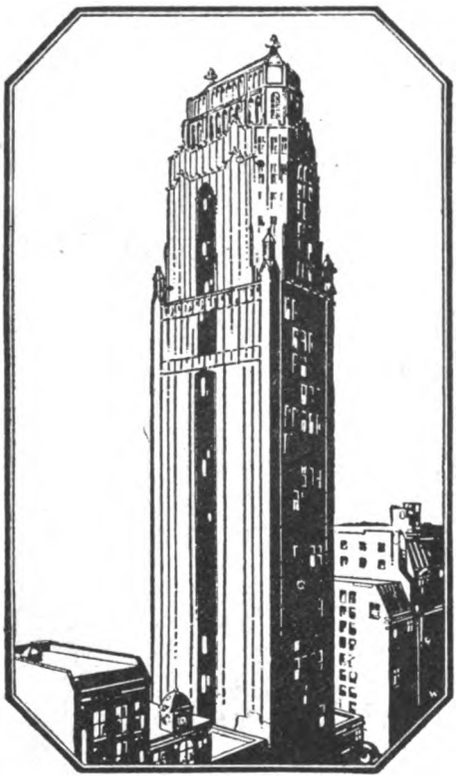
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Pokomo Base Ball Game

LOCATED IN THE NEW WHOLESALE TOY DISTRICT

8th Floor Toy Division

BUSH TERMINAL SALES BUILDING
130 West 42nd St., NEW YORK CITY

WRITE FOR 1922 PRICES AND CATALOGUES OF OUR NUMEROUS TOY LINES

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LINCOLN IMPORT SALES CO.

21 East 15th Street, New York

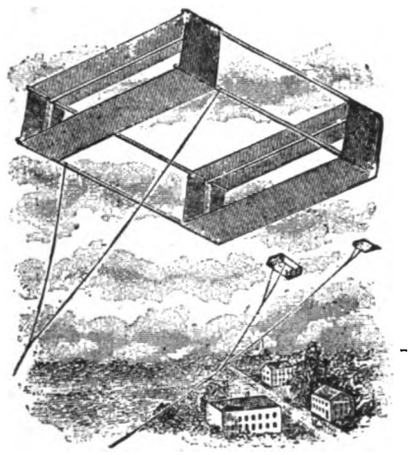
Imported Dolls, Toys and Novelties

From Stock and Direct Import

It will pay Toy Buyers visiting New York to visit our New Show Room and inspect our large lines.

Members of our firm are in Germany at all times taking care of our import lines.

I. W. DOREMUS & CO., *Selling Agents*



Blue Hill Box Kite when in Flight

"The Blue Hill Naval Box Kite"

This will be a big season for kites—order early.

Send for Catalogue and Prices

I. W. DOREMUS & CO.

21 East 15th Street NEW YORK

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The Drawing Master

Educational Series

Educational Outfits

Commercial Outfits

Drawing Materials



Drawing Master Service

Our unusual sales plans for 1922 include a monthly magazine and set of pictures for reproduction. Sent free to all of your individual customers.

Retail Prices
$2.00 to $15.00

Visit Display Room 437, Hotel Imperial

for full information and discounts.

J. C. MURRAY E. A. SPORLEY

OR WRITE TO

THE BURDETTE-MURRAY CO.

CLEVELAND, OHIO

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THE WONDER

MAMA DOLL

WALKS - TALKS and DANCES



THE 1922 LINE

Dressed in exclusive designs by

Madame Georgene

can be seen at

BRESLIN TOY FAIR

Rooms 515 and 522

or

Our Salesrooms, 309 Fifth Ave.

MANUFACTURED FY

PAUL AVERILL, INC.

107 Bleecker St., New York

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A New Popular Number

A new number has been added to CHASE PRODUCTS this year. *The* CHASE STOCKINET DOLL is now made with a *dutch-cut* on which is a dainty bow of ribbon that can be taken off and put on by means of a patent attachment.

The CHASE STOCKINET DOLL has been given additional charm and beauty in this new number, which is so delightfully chic. It will be more popular than ever among doll lovers. It will sell at sight.

The year 1921 proved conclusively the basic value of the best quality of American-made toys. They are the backbone of every toy department which is built on sound merchandising lines, for they give the greatest value for the price.

The CHASE STOCKINET DOLL is one of the best quality American-made dolls. It is bought because it is attractive, because the children love it, and because it has a durability equal to no other. It is an honestly manufactured product selling at a reasonable price. These basic factors give it a market that is steady under all conditions.

A wise merchandising policy prompts every toy department to carry articles of this type.

Send for the list of our pre-war prices which are in effect this year.

Stockinet Dolls, Character Dolls, Educational Dolls, Bathtub Dolls, Rag Dolls.

The
CHASE STOCKINET DOLL

M. J. CHASE
PAWTUCKET, RHODE ISLAND

HOTEL BRESLIN
ROOM 615

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Three Factories

Main Office
Toledo, Ohio

The American-National Company

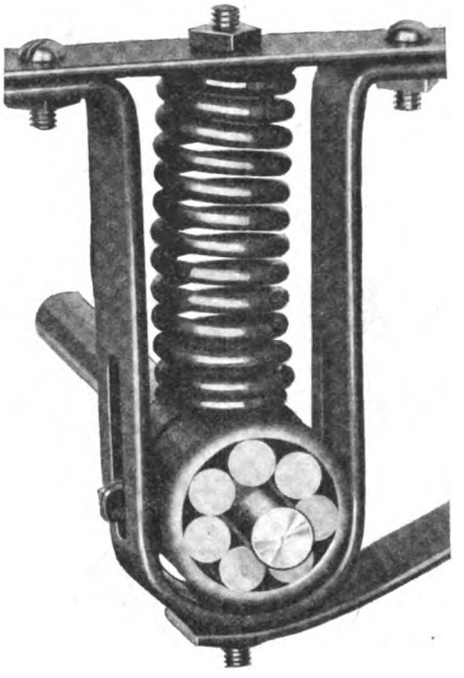
Roller Bearing Rear Axle

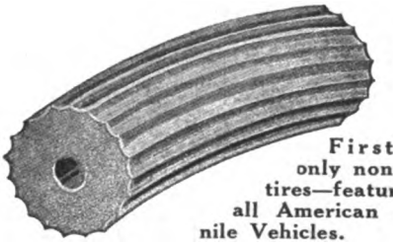
Again we lead. A year ago we presented to the trade, the first and only spiral rear springs for juvenile auto which is known to the trade as "Jarnot" rear springs.

We are now pleased to announce to the trade the first and only Juvenile auto on the market with roller bearing rear axle. As usual, the American Line is the distinctive and original line. The trade will readily see that a combination of the "Jarnot" rear springs and the American roller bearing rear axle, makes the most comfortable and easiest riding automobile made.



Fifteen months ago we presented the first and only open-hood juvenile auto which we will again feature in 1922 with many improvements—making it more distinctive than ever.





First and only non-skid tires—featured on all American Juvenile Vehicles.

Stutz Bearcat



Disc steel wheels will be featured on our 1922 line. In 1917 we presented the first and only disc wheels ever put on Juvenile Automobiles.

THE American LINE
THE LINE BEAUTIFUL

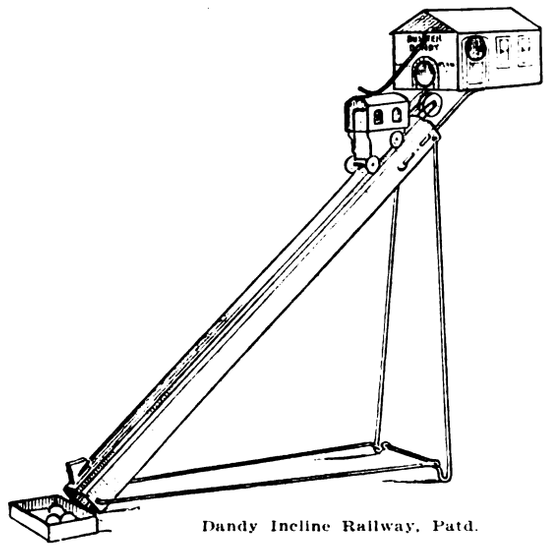
ON PERMANENT DISPLAY

NEW YORK, N. Y.
Louis Wolf & Co., 268 Fourth Avenue
Baker & Bennett Co., 873 Broadway
CHICAGO, ILL.
A. B. Leith, 1319 Michigan Avenue
BALTIMORE, MD.
Frank Wissig, 737 Lombard Street W.
SAN FRANCISCO, CALIF.
Pacific Sales Co., 718 Mission Street
DENVER, COLO.
Theo. Maus, 424 Charles Building
BOSTON, MASS.
Casey-Sheldon-Foster, 60 India Street

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ES-SAY TOYS Sell and Repeat

Last year we quietly sold our Da ndy Incline Railways in small orders here and there. And they repeated big. All the late Fall we shipped Railways to dealers who bought earlier an d found them going fast.



Dandy Incline Railway, Patd.

Close inspection by one of the firm insures toys that are made right and don't get out of order easily.

DANDY Incline Railway
Patd.

No dust — No dirt — No harm — No springs—a gravity toy. Fun lasts all year and fascinates young and old. Stands 21" high when set up. Try one yourself. It works like a top.

Packed in individual containers. 1 doz. in carton. 3 doz. to 100 lbs.

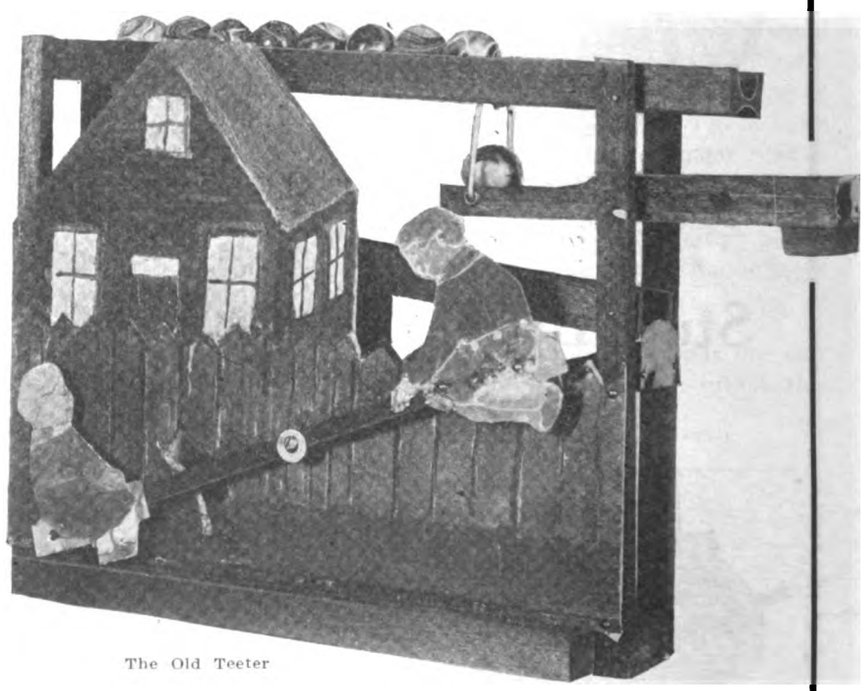
YOU'LL LIKE THIS NEW ONE TOO

Looks Like a High Priced Item—Sells at Reasonable Figure

THE OLD TETTER works automatically as long as marbles last. They drop down one at a time just like clock work and the little boy and girl keep a teeterin' right along. The old mill in the background, in its bright colors, helps to make this look like an expensive toy. It can be retailed at the same price as the Railway.

Comes packed in individual container—2 doz. to carton. **No assembling required.**

Write for particulars



The Old Teeter

THE FREEPORT MFG. CO., - Freeport, Pa.

Succes sors to

ES-SAY TOY & MFG. CO., Jeannette, Pa.

At our new location we will have ample space and facilities to fill all orders promptly.

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is really
too classy a game
to get facetious with
but
if you attend the toy fair
we cordially invite you
to

COME @ "GO!"

Room No. 205—Hotel Imperial

Should you forget,
any traffic policeman in New York
will remind you
to

STOP!—"GO!"

THE MOST FASCINATING GAME IN THE WORLD

MADE IN AMERICA

RACEGO GAME COMPANY

5948-5954 Germantown Avenue
PHILADELPHIA, PA.

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Faultless

Toys—Balls—Balloons

Don't Miss Our Exhibit!
Hotel Morrison
Chicago Toy Fair

THOSE buyers who are looking for the best merchandise, the quickest sellers, the biggest money-makers in the toy line, should not fail to visit our display at the **Hotel Morrison,** the headquarters of the **Chicago Toy Fair.** Here you will see our whole line of rubber playthings. Let our salesmen give you all the information and show you the goods; ask them about prices—you will find that the Faultless Rubber Playthings are the leaders.

Rubber Toys—Rubber Balls—Toy Balloons

Faultless Rubber Toys are the prettiest, most original and best made rubber toys being offered anywhere today. Faultless Rubber Balls are thoroughly high grade and come in many designs and colors. The Faultless Sponge Ball is the most popular rubber ball you can get for your customers. Faultless Toy Balloons are made from pure selected rubber—not "compounded." Their colors are bright and non-poisonous. THEY WILL NOT RUB OFF.

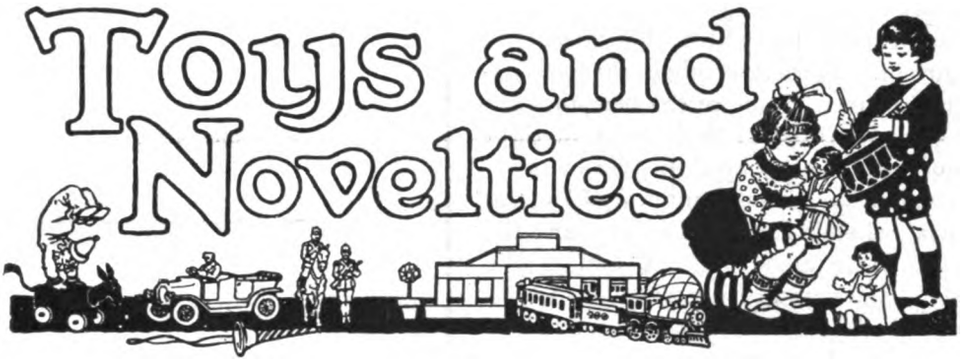
Each of these three lines includes features of great selling importance which no other manufacturer offers. You cannot afford to miss investigating very carefully our line.

Toy Packages—Carded Toys
Balloon Packages

The Faultless Plan of selling balloons and toys in packages has met with enormous success all over the country. Our large and attractive assortment of Toy Packages and Balloon Packages will interest you greatly. You will also want to see our collection of Carded Rubber Toys. These are unusually fast sellers.

The Faultless Rubber Company
(ASHLAND RUBBER WORKS)
Ashland - Ohio

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Vol. XIX. CHICAGO, FEBRUARY, 1922. No. 2.

A Monthly Journal for Dealers, Jobbers, Importers and Manufacturers of Toys, Dolls, Games, Amusement Novelties and Athletic Goods.

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New York Representatives, H. S. Fisk, B. Klein, J. S. Lovingham. Tel. Gramercy 1968

St. Louis Representative: G. H. Dirhold, 715 Equitable Bldg.

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New York Toy Fair a Wonder

CONDITIONS prevail at the New York Toy Fair which are somewhat similar to those of last year, with the difference that these conditions are in the last stages of deflation and readjustment rather than the first stages. Buyers are still conservative, and to an extent reluctant in placing orders. The older firms have done well considering everything. The newer firms have found it slower. This seems natural.

Old-timers say that the Fair is approaching those of normal times. There have been more buyers than there were last year, and most of them have gone over the lines more carefully, many placing orders for future shipment, some taking "memos" only.

There have been some buyers leaving for Europe within the past few weeks, but the lure of the foreign markets is no more pronounced than twelve months ago; possibly a little less.

Of the exhibits seen at the various headquarters and at the hotels, too much cannot be said. Most of them are superb. The quality and workmanship in American toys have improved greatly in the last year. This is due to the stress of competition and to the fact that, the rush of war-time inflation being over, manufacturers have had more time to concentrate on real essentials in production. The market has also witnessed the disappearance of weaker lines that sprang up during the hectic period, now only a memory.

In this issue we present as thorough a review of the lines exhibited as the time at our disposal permitted. This review covers nearly thirty pages and will give our readers some idea of the immensity of the exposition now being held in New York.

THE WAY THINGS ARE GOING.

Well, two months of the new year have passed and most of us are still on the job. That critical period immediately following the Christmas selling season passed by with a minimum of casualties. Here and there we see a record of some business that has gone down under the load, but in general it may be said that the outcome has proved that the danger was more imaginary than real.

When January and February get out of the way, the situation always improves from a psychological standpoint. This has been more than ever the case this year, and nearly everybody is looking toward the spring trade with a great deal of satisfaction, and not a little eagerness.

Of course, the fundamental trouble is so deep that the individual manufacturer or retailer cannot cure it

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altogether, no matter what he may do. There is the international situation, the slowness of Europe in recovering, the real trouble in which the farmer of America finds himself. These are things that are going to be adjusted in time. Some of the best thought of the world is being devoted to their solution right now. We do not need to go into the various far-seeing movements that have been inaugurated looking toward the financial rehabilitation of Europe—and the fight that is being made against greed, and of the ways in which the "America all by itself" enthusiasts are being sat upon. These things are going to be ironed out more quickly than some of us imagine.

But while all this is going on, the retailers of the country, the manufacturers and the jobbers, have a great duty to perform. The first thing they ought to do is to clean house, to assume their losses and to get started off on a new basis just as have Butler Brothers, Sears-Roebuck and a number of other great concerns. They ought to liquidate their inventory loss—in other words, put their goods down on the present valuation and then clean up their stocks.

When all this accumulated merchandise has been disposed of, reasonably good times are sure to return. The whole proposition is being held up right now by lack of buying. Let the retailer clean up and then buy merchandise in such quantities as he can sell it. This done, things will improve to such a great extent that we all can await with patience the working out of the bigger and more important problems that have to take in the world as a whole.

The best of the whole thing is that there is a general and growing disposition on the part of retailers and others to do these very things. The cleaning up and the cleaning out is going forward with much vigor, and it is not too much to say that within the next three months business is going to be in a healthier condition than it has been for more than a year.

The patient is improving, gentlemen. Don't forget that. Soon the cumulative effect of all the successive improvements will be felt. Then business will be up and doing again. Let everybody do his part toward hastening that glad day.

Highly Trained Sales Force Overcomes Price Competition

Dealers are more and more being convinced of the importance of highly trained sales forces as a factor in successful sales, whether or not the merchandise is high-price. There are some instances, however, where the neglect of this element shows plainly on the balance sheet. In the case of departments or stores where wheel playthings are sold, too often the salespeople do not make as good records as they should. They may be thoroughly informed and sold on the line they are selling, but they have not the proper understanding or love of children. It will pay a dealer to think of this point, when choosing salespeople for the toy and plaything departments.

CHICAGO
TOY FAIR

will be
bigger
and
better
than ever
this year!

First three weeks
in APRIL

Full list of exhibitors in our March issue.

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Fifth Avenue Building Exhibits

First and foremost, we want to extend a sincere and hearty greeting to our old friends who have transplanted themselves, their goods, chattels and enthusiastic salesmen to the Fifth Avenue Building, thus helping to swell the numbers of the toy manufacturers who have established permanent display and sales rooms in this very convenient location.

Mason Mfg. Co.

Among the newcomers, we have the Mason Mfg. Co., whose new office is exceptionally attractive and at least one-third larger than their previous one, at the American Woolen Building. In addition to the already extensive line of white enameled doll chairs, is a high chair, the most striking feature of which is the price.

And, while speaking of chairs, we might add, that there are three new numbers of white enamel straight backed lap makers, as well as charming little red tables, and a complete assortment of mahogany stained beds, chairs, and rockers.

All the pleasures of healthy outdoor sports are immediately conveyed to the mind by the sight of the splendid array of snow shoes and skis to which a portion of the office is devoted.

The Unbreakable Drum

At last we have it, the drum one can throw out of the forty-second story window of the Woolworth Building, which still remains a drum after it hits the sidewalk, barring an occasional scratch or dent. The whyfore of this lies in the fact that the drum is made entirely of heavy tin, all in one piece. It is one of the latest items that flare forth in bright colors from the mahogany shelved walls of the new office of Leo. Schlesinger & Co., rooms 802-4, Fifth Avenue Building, opened for business since the first of the year.

Besides drums, horns, and other noise-makers, there is an unusually large array of gaily lithographed tea sets for the little miss. The prettiest effects are in cream and delft blue, resembling for all the world real china, without the deplorable and unfortunate habit of breaking when dropped. Both the lithographed and nickel plated sets can be had in more than fifteen sizes and innumerable design.

The rest of the line embraces wash sets, pails and shovels, sand toys, and novelty mechanical toys of every description.

"Music Hath Charms"

Music, it is claimed, is an invaluable aid in calming the perturbances of the savage, in rendering the strong weak and passive. Perhaps that is why many mothers start perfecting their youthful counterparts at an early date, to extract harmony from five finger exercises.

As a furtherance to this end, the American Manufacturing Concern, room 806, are offering the trade a miniature piano, which has been designed to appeal especially to the esthetic tastes of young miss five-and-a-half. What would, on an ordinary piano be termed the music rack, is, on the Falconer model, used for purely decorative purposes, expounding the beauties of interpretive dancing, and the joys of the muses. The tone, too, is quite exquisite, for the limited range. Made in rosewood and walnut finishes. This is in addition to the already extensive line of pianos with which the trade is familiar.

Another line is tool chests. These continue to hold their popularity. Even the smaller sizes are most complete, enabling the young carpenter to do real clever work. The new office of this concern will include the export department for the entire toy production of the company, including blackboards, building and spelling blocks.

Bouncy Balls

There are just two things a child demands when acquiring ownership in a ball. One is—that it "bounce way up," and the other, that it be highly colored. The brighter the color the better it pleases.

Consequently the Seamless Rubber Company, room 617, are to be congratulated on the attractive manner in which their bouncing balls are decorated. The combinations are beautiful and must be seen to be appreciated. The color is vulcanized in the compound and is non-poisonous. The very best rubber is used in the ball and plenty of it. The sizes range from 2⅜ inches to 7 inches diameter.

Latest Scandal About Humpty

Humpty Dumpty sat on a wall,
A shot from a cannon results in his fall,
All the kiddies and bright little 'men,
Can easily put Humpty together again.

Count upon the Humbert Toy Makers to give it an original twist. This new game of theirs gives every indication of being a big hit.

To begin with, it is gay with the colors that appeal to the child. It is simple to play, yet fascinating. Friend Humpty is made of wood, one inch thick, scroll fashion. The egg shape is placed on a red wall and a hollow rubber ball fired from a small wooden cannon knocks Humpty off and into pieces. The object then is to have the child fit the pieces together again. The wooden cannon which is included in the game, will also be made as a separate toy to retail for ten cents.

The "Flower Builders" are proving to be a steady, all year round, educational amusement. They have met with a very favorable reception, especially in the larger stores and are a good item for the Easter season.

While nothing definite can be said at this time, it is expected that the highly diverting Rompies will make their appearance later on in the season.

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Chessmen and Such

It is earnestly hoped now the war tax has been taken off, that there will be a revival of interest in cribbage boards, chess games and the like. Wm. F. Druke Co., who have recently established a New York office in room 753 with the Humbert Toy Makers, Inc., are showing a very representative line in this permanent sales room. During the Toy Fair, Wm. F. Drueke will occupy room 705 at the Breslin, including with his regular display, Toy Spinet Desks, Maxim's game of War, and Rhum Boxes.

Modeling Outfits

It always gives us great pleasure to see American manufacturers develop and perfect their own lines. We are more than glad to note in recent trade announcements, as well as through Miss Bates, that the Embossing Company, room 440, are developing and preparing their own modeling materials, besides modeling outfits.

In addition to this, they are offering their usual extensive line of Stabuilt Blocks, building blocks, spelling blocks, dominoes, checkers, and the color cubes. The latter especially continue to be wonderfully well received by the trade.

Non-Crackable Veneered Ball

The Faultless Rubber Company, room 509, have a new rubber ball, beautifully decorated with all the pretty nursery figures which people the land of the child's imagination. Most important of all, is the fact that, due to a special veneer, the paint will not crack. And, in keeping with this, they have redecorated their double figure rubber toys. Pat and Bridget now appear garbed in pleasing colors. The sponge ball line has several new numbers.

"To Market, To Market"

The old nursery rhyme about buying the fat pig is sure to flash through the mind of any youngster who views the meat markets on display by the National Toy & Tinsel Company, room 445. The grocery stores, too, savor of thyme, spices and everything nice.

One of the most distinctive toys for the girls is a bungalow, with real doors and glass windows. And to make it even more interesting the doll's furniture would delight the heart of any refined and up-to-date doll. It is finely finished in mahogany color, embracing such articles of luxury as victrolas, tea wagons and book racks for the library. Moreover, the bathroom fixtures would turn the face of many a housewife green with envy. The rest of the display includes a vast array of tinsel garlands and ornaments for Christmas trees.

Continental Import Co.

This concern is a newcomer in the ranks of the importers. They share the room with the National Toy & Tinsel Company. Glass tree ornaments is the one subject on which they are enthusiastic. Some of the more unusual numbers include those of fine workmanship, such as heads of birds with splendid tails of spun glass; balloons gay with tinsel; trumpets, boats and fancy umbrellas.

The Spell of the Loom

Since time immemorial, there has been a fascination about the loom, perhaps because of the unlimited creative possibilities it offers the artist and those of skillful fingers.

Structo Mfg. Co., room 234, are capitalizing on this and at the same time providing a much needed educational toy for girls. They are making an Artcraft Loom of extreme simplicity for the amateur weaver. The loom is made in two sizes, and comes partly knocked down. Complete instructions are furnished so that within a short time Jane or Mary can supply the family with neckties, hat bands, opera bags, collars, cuffs, girdles, shopping bags, belts, mats, pillow tops, scarfs and other handsome gifts that may suggest themselves. The loom is made of steel and practically indestructible.

Relative to the toys for the boys, the auto-builder has been greatly improved and reduced materially in price. One of the new features is a glass windshield on the racers, and an arrangement for carrying an extra tire on the back, like a regular buzz wagon.

The Topliff-Ely Co.

It is becoming more and more apparent that the present day miss is very exacting in her demands for the most modern of play toys. It bodes ill for the future head of the family for extravagant tastes are being cultivated now. The line of reed juvenile furniture offered by the Topliff-Ely Co. carries out the above statement. The set of rocking chair, settee, tea table and one other chair is truly handsome.

Some of the chairs are upholstered in the gayest of cretonnes and each bear the stamp of originality. Strongly built for hard service. The sets of individual chairs can be had in the natural reed, or stained the prevailing tones.

Not to be out-done in any way, these people have also practically duplicated the same line in doll's furniture. To offset possible destruction from frequent mishandlings each piece of doll furniture is woven into a steel frame or rim.

Many of the doll carriages are of genuine reed, having adjustable bodies and brakes. The cheaper loom woven carts are also supplied with rubber tires.

The steel doll carriages that fold come in many sizes and are made to retail from 50 cents up. These appeal greatly to syndicate stores as well as the sulkies which are also made of steel, or reed.

Your Fortune for Today Is—

Chi-Chi, the Chinese fortune teller, who decides your fate with a piece of bamboo, still continues to be one of the best numbers handled exclusively in the east by F. L. Morgan & Co., room 405. They have a great variety of beautiful articles, which carry that stamp of personality so valuable and salable in the gift shop.

Quite a few toy novelties can be included in this, espe-

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cially such toys of a distinctive nature, that can be handled by this class of trade.

One of their own manufacture is the Beauty Boxes made of California redwood, some in the natural finish while others are more elaborately decorated. They are carved out of the solid wood and average about two inches in thickness. They are made to contain candy. A small printed poem is attached to each and reads something like the following:

"Upon the side of Billy Bear,
You will find a cunning lid,
Open it and look inside,
You will be glad you did."

Another type of container is made of the same wood and fashioned in the style of a log cabin.

Music Through the Air

One of the most talked of toys today is the Radio Telephone and Telegraphy. The A. C. Gilbert Co., room 207, Fifth Avenue Building, are building up a wonderful business with this device, which they make in several sizes. The two newest numbers are a ten dollar and a twenty-five dollar set for the amateur and professional, respectively.

One of the largest sizes is installed during the course of the Toy Fair in the Toy Salon at the Hotel Imperial. This display room for buyers was formerly the famous Red Room. Band concerts from the naval stations are heard every night. During the course of afternoon fifteen minute concerts from the Westinghouse station are heard every hour. The machine is constantly demonstrating its efficiency and desirability to hundreds of people who stop to listen to the music. Even vocal selections are so well transmitted that they sound as though the singers were in the room.

All of the Gilbert line has been materially reduced in price.

The largest size chemical outfit has been improved and now includes forty-five chemicals with the necessary apparatus. The vials and other paraphernalia are packed in a big wooden box.

The Erector set has been revised, the number six size is now known as the number four and is supplied with a universal 110 volt motor besides a battery motor. The Erector, Senior, is made in three sizes, completed furnished with wheel toys and will build life size machinery.

Fashionable Coiffures for Dolls.

Fred K. Braitling is now completely settled in his new office with the Ives Mfg. Co. on the ground floor of the Fifth Avenue building. And let us say the offices are nothing short of regal. In fact, they are so splendid that their magnificence awes one. Everyone is invited to visit this room, which is lavishly furnished with tables and chairs where one can do one's work if so inclined without fear of interruption. Hospitality is the watchword of the place.

Doll wigs is Mr. Braitling's specialty. He has been in the business for over fifty years and is considered an authority on this subject. He is constantly making changes in his styles of coiffure as dictated by the children's fashion monitor. This year he has a complete line of leather goods, both in doll shoes and house balls. He has added a line of doll belts with solid gilt buckles and automobile goggles for the aristocrat of doll land. The leather sandals are proving a very good seller.

Old Time Prices for New Time Goods.

This is the slogan of the Morton E. Converse & Son Company, room 254, Fifth Avenue building. They are now finally settled in their new and palatial home on the second floor, presided over by Mr. Brunn, one of the best known men in the trade. According to Mr. Brunn, drastic cuts in prices have been made and they are giving the utmost in value of toys made to retail for twenty-five, fifty cents and a dollar. Of course they have higher priced goods.

The success they have had with their line of veneered beds and tables has induced them to produce other numbers, such as bureaus, china closets and kitchen cabinets. In order that there should be no complaint about glass breaking, they are now substituting mica, which has the effect of glass, but which will not break readily. The backs of all their furniture are made of three-ply veneer.

Another advent of interest is the reinstatement of an old line, wash-sets. The tubs are constructed of fiber, which makes them staunch, safe in delivery and practically water tight. Prices range from twenty-five cents upward. An eight-piece set sells retail for one simoleon.

Metal barrel chimes, instruments of sweet sounds, are a riot of color when the sunshine strikes the gay lithographed designs. And the new musical drums, with polished nickel snare tightners, are just a few of the twenty-five new drums. Many of these are adorned with lithographed pictures depicting fairyland, such as Old King Coal, Jack and the Beanstalk, Blueboard and others.

Blackboards are now made in a rosewood finish. The horse line is materially improved by a gold fringe on the saddle blanket. The new line of adjustable horses is appealing strongly to the buyers. The horse is adjustable in height, so that as the child grows the horse grows with it. It can be placed in rough rider or bucking broncho positions.

Let's Go Yachting.

Let's go in one of the new model yachts of the Ives Mfg. Co., who cater to the boys exclusively. These yachts are large and full rigged, built on speedy lines and look to be utterly trustworthy seagoers. The mechanical boats, such as steam launches, yachts, torpedo boat destroyers, scout patrols and submarines, continue to hold first place in popular favor. These

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are all strongly made of real steel, painted and equipped to look like their originals.

The most attractive display in the showroom is that of the electric trains for which this company is justly famous. This year they are exploiting their standard gauge trains, over which visitors and buyers alike consistently enthuse. Two new numbers of passenger cars and several new types of freight cars offer an almost unlimited number and style of trains for the boy to choose from.

While we are at it, we would like to mention that the new salesroom of the Ives Mfg. Company has never been equalled in handsome appurtenances heretofore. Their display tables have been especially selected with an eye to having them just right for their line of merchandise. All over the room are electrical train outfits set up in a way to show them off to advantage.

Sandy Andy Toys.

The Wolverine Supply & Mfg. Co., room 422, Fifth Avenue building, have added two new numbers to the Sandy Andy line. These are the Bizzy Andy Junior and the Bizzy Andy Trip Hammer. Both of these are marble toys of fast action, splendidly constructed and appeal immensely to the children.

The sand dumping toys have an improvement which gives a faster action in dumping the sand from the hopper to the receiver at the bottom. In other words, where before it was necessary to wait until the dumper was fully loaded with sand before it would spill, now it is only necessary to tip the dumper slightly and it automatically dumps every few seconds.

The Full Back continues in popularity; also the washing sets and lithographed tea sets, sand pails and shovels. Most attractive of all to the buyer is the fact that prices are materially reduced.

The Road Ripper.

The H. C. White Company, room 448, have a new vehicle for children which, it is claimed, will absolutely out-distance any other, both for speed and safety, as well as for construction, control and durability. The Road Ripper is propelled by shifting the weight of the body from one foot to another, with practically no muscular effort. The H. C. White Company bought this patent over three years ago. Since then they have been working on it, giving it road tests on the Pacific Coast and in Vermont. The original models sold are still in successful operation.

A new skooter capitalizes on the boy's natural inclination to put a box on any skooter which he makes for himself. Complete control and speed are assured by the rigidity of the steering member.

Another new item is a Kiddie Pedal Kar, decorated with the usual old ivory and red trimmings that distinguish this line. The handle bar is nickel-plated, with rubber handles; the wheels are disc, with rubber tires.

The Kiddie Kar Special line has ball bearings in the front wheel and roller bearings in the two rear wheels. Quality in design, material and finish characterizes the entire line of this company. The Kiddie Kart is built in larger sizes and stronger than ever. "Quality wagons at popular prices" is the idea this year. These numbers have steel disc wheels, with heavy solid rubber tires.

The Kiddie Koaster, the aristocrat of coaster wagons, is also made in larger sizes.

Steel Engineering.

Steel engineering is a new construction toy of the Kelmet Corporation. This outfit is of flat-strip type, perforated in such a way that the boy can really get any combination he may want. One feature is the curved girder, which enables a boy to make a good many more models than he ever could before. Not only that, but it makes the model itself look more realistic. There are many other new parts never given with a construction toy before.

Some of the models which have been made up with this device is an honest-to-goodness merry-go-round, a clock of the grandfather type, trestle with freight cars, aerial swing, lighthouse, ferris wheel and a coal crane with dumping car. These outfits are made in three sizes.

Another item which is supplementary to the above outfit is the illuminattion and electrification of steel engineering. With these additional machine parts a boy can not only construct any model he may desire, but he can also make it more real by putting in electric wiring and illuminating his toy.

Quantity Plus Quality.

This is the motto of the Richards Co., room 456, this year. They are bringing out a superfine line of Toddler Toys. In addition to the wood wheel Horsie Toddler, they are making four numbers with disc steel wheels, rubber-tired. The wheels are made of hot roller steel in double disc construction securely fastened together. The rubber tires have proper gravity and have been tested for wearing quality.

The Gould Toddler, which is manufactured under the Kiddie Kar patent, is also furnished with disc steel wheels, having rubber tires. This likewise applies to the play wagons.

The coaster wagons are made in two larger sizes, up to 10-inch diameter wheels. These new numbers are equipped with steel disc wheels having rubber tires.

The Pedicar is the very latest arrival in the Toddler family. It is made in two sizes. Has steel disc wheels, rubber tires and, most important of all, can be sold at retail from $1.50 to $2.50.

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Seen in the Permanent Sales Rooms

Baker & Bennett Co.

A miniature baby grand piano in solid mahogany which in reality is a small Victrola is one of the contributions in the way of novelty juvenile furniture of this concern. Besides this, they have an extraordinary large line of mission, golden oak and fumed oak desks and chairs, which are aristocratic looking, in addition to many chair and table sets, red chairs and rockers.

The line of shoo flies is extensive. In the toy automobiles many new and racy numbers have been added, with all the novel little mechanical ideas that appeal strongly to the kiddie.

To the already famous Nelke line have been added new numbers in the smaller sizes, and a woofy dog, with orange spots in all sizes. The doll line embraces high quality items, as well as those to retail at popular prices. Here is it appropriate to mention the doll dresses, all ready made up, as well as those to be sewed together. Doll furniture, too, comes upholstered in leather, decorated with brass tacks. Then there are the complete sets, neat and good looking.

In sporting goods there are boxes containing boxing gloves, punching bag and indoor baseball. Water dice, bats, and a new roller skate that will extend longer than any other and will carry more weight with ball bearing wheels, so constructed that if the wheel comes off the child does not have to grope all over the pavement for the bearings.

Friction toys, pull toys, blocks, sewing machines, ten pins, metallic tea sets, electric stoves, aluminum toys are some of the other items. A new idea is incorporated in the larger friction toy, all the mechanical works being encased so that the child cannot tear its hand or break the toy so easily.

The Melody Baby.

Fleischaker & Baum are showing a "sur nuff" melody baby, not just a cry baby, in their Union Square display room. This is a baby doll that cries and by winding a mysterious spring in her innards she will play five tinkley tunes. These tunes are not mere sprinkling of notes, but waltzes, fox trots, one-steps and a couple of classics. They just make the pickaninnies shuffle their pups in a lively fashion. By the way, the line of dark brown babies is without doubt the largest of its kind, including all members of the Sambo family and a distant cousin, a reed dancer from the Hawaiian Isles.

The new dolls say "Papa and "Mamma." They are stuffed body dolls, with composition heads, some with painted hair and others with mohair and real hair wigs, painted or moving eyes. These dolls are quite accomplished—they walk also.

Then there is a new line of infant dolls from twelve to fifteen inches, dressed in long white gowns, daintily made. Every one of the Fleishaker children are well taken care of. They are splendidly costumed in little gowns that make them irresistible. The mama dolls range in size from ten and a half inches to twenty-seven inches..

E. I. Horsman & Aetna Doll Co.

Just walk down the aisle and look at the show cases filled with beautiful art dolls, the pride of the Horsman and Aetna Doll Co. This year the Chubby Dolls make their debut. They walk and talk, and have the Lloyd patented ma-ma voice. They are dressed in the very latest style, such as rompers, smocks, lace dressed and imported ginghams. The Chubby family now has over one hundred members, in all sizes, with moving eyes, and both painted hair or wigs. In fact, they are true representatives of the Horsman standard in dolls.

The Red Riding Hood doll line now embraces the chubby doll, as well as the walking and talking dolls heretofore presented to the trade. The Bye-Bye Baby is Mrs. Trowbridge's latest creation. A dear little baby which moves its little hands and arms in a life-like manner, imitaing a baby's gestures. This is done by pulling a cord attached to both arms.

Bahner, Doscher Co.

Bahner, Doscher Co., Inc., 873 Broadway, New York, are displaying a wonderful assortment of dressed, jointed, kid and kidlyn dolls. Of particular importance is the fact that they have a special assortment of exceptionally high grade dressed dolls with silk lace and velvet dresses that can be retailed from $5.00 to $25.00 each. Of various styles of dressed, novelty, jointed kid and kidlyn dolls immediate shipment can be made from New York of jobbing values that can be retailed at from 25c to $5.00 each.

There is also a most complete harmonica assortment of goods put up in special packings that lend themselves to the jobbing trade and can be retailed from 5c to $1.00 each. So many different styles of harmonicas in such wonderfully attractive packings are rare. The packing of the goods so attractively accounts for the big success Bahner, Doscher Co., Inc., enjoys on this line.

Tenant Sees Good Business For 1922.

S. J. Tennant, southern representative of Baker & Bennett Company, is now in New York after an extended trip through the South, and finds conditions very much improved. Mr. Tennant is meeting his trade who are coming to New York, and is looking forward to a big business.

Calumet Mfg. Co.

The Calumet Mfg. Co. have moved to larger quarters, occupying the store at 35 East 21st street, and are displaying a larger line than ever of both domestic and imported dolls, toys and novelties.

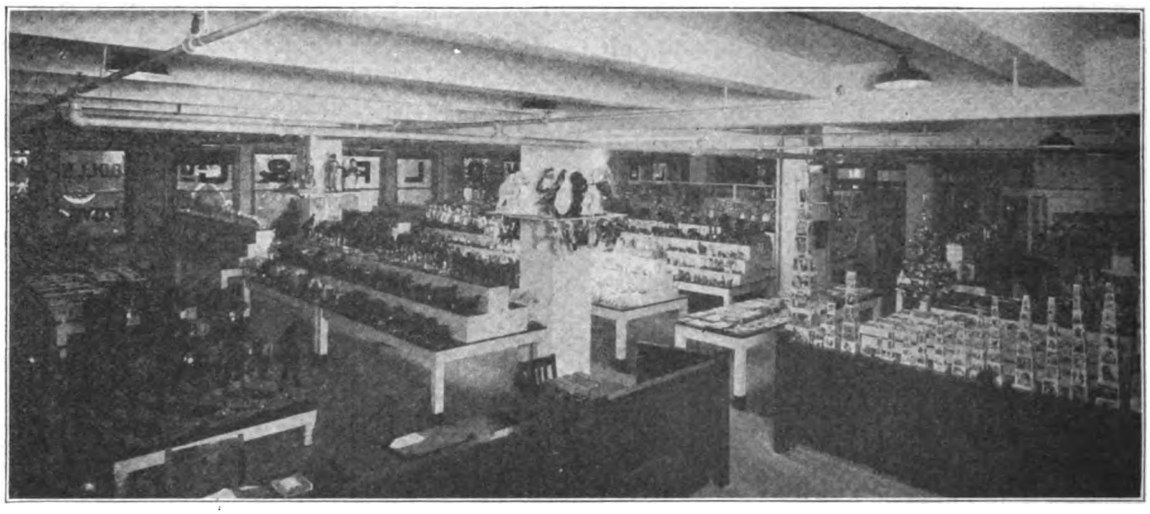
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Louis Wolf & Co.

This concern is now located in its new showroom and office on Fourth avenue and 21st, New York City. The arrangement of the counters and the display booths is noteworthy.

Dandy Jim, brother of Jazzbo Jim, is a new mechanical toy. Dandy Jim dances a jig on the top of the circus tent. The doll line is most complete and representative. The same applies to the doll dresses, both made up and those already made. The stuffed animals now include many of the strolling numbers. Doll furniture is quite an item; so is the juvenile furniture, among which is a pretty colonial style sewing cabinet of mahogany. Toy phonographs, with all metal cabinets, desk chairs, beds and doll carriages vie with the chimes, pull toys, blackboards for attention. In children's vehicles are fire engines and hook and ladders.

One whole floor is devoted to the import lines, showing between fifteen and eighteen hundred styles of dolls with kid bodies, full jointed, kidaline, and hair stuffed dolls of cheaper make; all composition dolls with bisque heads, moving eyes and whistling dolls. It is rare that one sees something absolutely new in the way of a doll. Yet these people have some, dressed in French and Dutch costumes, which have winking eyes and which go to sleep. All of these dolls are like little fairies, with finely shaped limbs and bobbed hair. Then there are felt dolls, made to represent Dutch peasants.



View of Import Room in Louis Wolf's New Quarters.

Among the stuffed animals one finds a monkey which shakes his head no or yes, depending upon the way its tail is manipulated. There are also large animated pieces for display purposes, such as a frog playing a banjo, etc.

Musical chimes are the feature of dolls on sticks; the faster one turns them the more they play. Then there are music boxes, with fiddling clowns, and dancing dolls. Christmas trees and friction toys complete the display.

OHIO EXPORT AND TRADING COMPANY BANKRUPT.

(Also Being Investigated by Authorities for Alleged Swindle in Sale of $1,400,000 Worth of Stock.)

THE Ohio Export & Trading Co., with general offices in Cleveland, Ohio, and branch offices in New York, carried page advertisements in our December and January issues. They will not appear in this or subsequent issues. They have gone into the hands of the receiver and the county grand jury is investigating their affairs. According to the *Cleveland Leader*, approximately 2,500 shareholders face the loss of their investments as a result of an alleged swindle scheme, involving the sale of more than $1,400,000 worth of stock, which was brought to light with the appointment of Attorney S. J. Kornhauser as receiver for the company.

The records presented to court show the company was organized in March, 1917, by Stephen Kucsera and H. V. Fraunhofer, two Cleveland waiters, with authorized capital stock of $100,000.

Later, A. O. Haas another waiter, was taken into the organization and, according to Kornhauser, became the manager of the stockselling department of the concern.

Kucsera, according to the receiver, is now in Budapest, his native city, while Fraunhofer has become a resident of Bucharest in Rumania, whence he came to Cleveland a score of years ago. Haas, at his home, 12907 Clifton Blvd., Lakewood, last night, declined to discuss the affairs of the firm.

Tells of Misadventures.

"The company's record is a series of misadventures," said Kornhauser.

"Among its astounding transactions was the purchase in Vienna and Budapest of a series of paintings, said to be priceless old masters of 1435, for which the company paid $30,000 and which turned out to be poor imitations, the color fading even before their receipt in Cleveland.

"Two shiploads of grindstones from Greece were found to be worthless and the entire shipment sold for a song as 'filler' to a New York contracting concern. This transaction cost $80,000.

"Organization expenses ate up $396,000. In this is included commissions paid to the 'service firm' which sold the shares.

"Shortly after Haas joined the organization the capital stock was increased to $200,000 and subsequently to $3,000,000.

"Shares were sold mostly to people of very modest means and the total subscribed, as far as we have been able to find out, was between $1,400,000 and $1,500,000.

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Exhibits at Breslin Hotel

Taxi-Taxi

Do you want a taxi? Then don't bother to stand on a chilly corner and wait for one to come along. Send right up to room 718 of the Breslin Hotel to the Arcade Mfg. Co. and have them send you one. This year they are making Yellow taxi-cabs, similar to the familiar go-buzzes seen in all the large cities throughout the country.

The show piece of the exhibit is a busy thoroughfare with yellow cabs, coupes and touring cars flashing along, traffic cops, stop signals and twinkling lights on sure lamp-posts. Each car reproduces exactly the smallest details of standard makes, resulting in a realistic effect so much appreciated by children who forever intensely desire to be "just like the grown-ups."

Another iron toy is a novelty bank, the hall clock. It does not tick but the pendulum swings briskly for ten minutes or over. Then there is a small toy tractor, a red hand truck, circus wagons, and an immeasurable line of gilded animal banks. The little lawn mowers that actually cut grass are made in three sizes. A large windmill, bowling alleys and some small games complete the display.

The Silk Hat

A befitting title for a mystery story, but in reality it is Uncle Wiggly's Silk Hat and the story thereto. This is just one of six new titles in the Uncle Wiggly Series which will be bound in cloth, of the Charles E. Graham & Co., rooms 710-12.

Lithographed jackets of a decidedly choice type add a decorative appearance to the twelve new titles in the Favorite Library series. These books are also cloth bound. Moreover, the entire array of young folks' books have handsomer pictures than previously, besides being more attractive in appearance and finish.

Henny Penny, a snow white chick against a sky-blue world, is the new title of a shaped painting book. The second number is Ducky Doodles and the third Chicken Lickens, quite a sportive young gentleman of the barnyard, whose history is pictured throughout the book.

The Purple Pup and the Hand Made Clock

Shades of departed bone crackers and platter lickers, now comes a mysterious tail-wagger of a dark purple complexion that does a wood shimmy for a meal. It's a New England string hound from N. D. Cass Co., room 714-16, Breslin. This animated wood toy is claimed to be the only barkless dog that has a natural wiggle when simply pulled along on a string without jerking it.

And, speaking of clocks, the Junior Timer is a constructive outfit which a boy of a mechanical turn of mind will never rest until he possesses. The clock comes unassembled. The boy puts it together himself. Everything has been simplified so that it is practically impossible for him to make a mistake. The mainspring comes in a covered case, rendering it absolutely fool proof. The clock keeps time, but just what kind we do not know.

For the girl there is a new piano with French ivory keys. It is constructed just like a regular upright piano. The sound board and action can be removed. Attention is especially called to the fact that the tone is good and a child can play a simple piece on the larger sizes. The smallest piano has eight keys—one complete octave.

The Blue Bird line of bassinettes embraces four numbers. These small cribs are finished in the highest quality of white enamel, decorated with the birds of happiness. They embody the usual Cass quality of construction. This also applies to the juvenile chairs and rockers of which there are eight new numbers. One of the two most striking styles is a Windsor chair in white, mahogany, golden oak and fumed oak. The other is a beaded chair. Of course, the Funny Face family occupy a niche of their own in toyland.

Masked Masqueraders, and the Like

The amalgamated order of bank clerks must be figuring on wholesale transactions in the matter of absconding, because business in false faces and masks continues to wax bigger and better, according to Mr. Charles H. Dessart, of Dessart Bros., room 702, Breslin.

Most of us can change our complexions, but few of us can change our features, exeept by accident, painfully or otherwise. Yet it ought not to be so difficult, because in room 702 were a number of single features, all by themselves, especially the noses. In a few cases hair appendages were attached.

The regular line of gauze masks has been complemented by a line of paper masks, unusually humorous and grotesque. Both lines are extensive, covering masks for all occasions. Satin masks are made in both light and dark shades.

Character costumes are always intriguing, covering a wide field of choice. Those shown this year are fully in keeping with the standard of this firm.

M. Gropper & Sons

Metal tea sets of unaccountable styles and patterns occupy a whole section of room 704, Breslin, of the above company. Most of the sets depict nursery stories and as the coloring is so gay and bright one could not blame Mr. Pressman for being so enthusiastic about the line.

The pop-guns of our childhood, and may their memory never grown dim, usually were the kind that refused to pop after one trial by the neighborhood gang. But those in room 706 are so sturdy and substantial in appearance they look as though they would defy both time and over-eager youngsters.

There have been no new additions to the wood or metal horses and wagons. The line of wooden soldiers continues as large as ever. This also applies to the metalaphones. And, before we forget it, children seem to roller skate now more than ever before.

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Pitch 'Em.

The Walbert Mfg. Co., although displaying at their permanent office in the Fifth Avenue building, also have room 511 at the Breslin during the course of the Fair, where their two games, Pitch 'Em and Pitch 'Em Winks hold full sway, as usual. While these two games provide amusement for the young and old alike, the mechanical toys for boys are the most interesting.

There never was a boy who could resist the blandishments of a street car that would travel about eighty feet, and when striking an object ring a bell and automatically stare in the opposite direction. It is the height of the average boy's ambition to become a street car conductor and ring the bell all day long. Fortunately this periodical ambition is soon outgrown.

The other two automatic toys are the ferry boat and the battleship, both of which are strongly built and guaranteed against mechanical imperfections.

The Beginning of a Fish Story.

Fishing tackle is responsible for more fiction than perhaps any one other subject or object in the world. It is nothing short of marvelous how a man's imagination breaks loose from its bonds and inflates like a balloon just by the sight of a fly or tackle. Clarence Kinne is showing quite an assortment of fishing tackle, as well as other sporting goods, including yacht chairs, porch, steamer and camp chairs, garden benches and army cots. His line of shoo-flies, sleighs and bobsleds is as extensive as ever.

The Little Lady from Rhode Island.

This is the stockinet doll of M. J. Chase, room 615. Perhaps you remember that Alice from Wonderland was the feature of last year's show. Alice did not come down this year, but she sent instead a lovely selection of her half sisters. These stockinet dolls look like living youngsters. The features are as finely chiseled as a bisque, and possess the durability and the semi-softness of the beloved rag-doll. Each doll is made by hand, of special stockinet and heavy cotton cloth, stuffed with cotton batting. Consequently it is virtually unbreakable. Another thing, too, the prices of these dolls ought to be of interest to every buyer.

The same applies to the dear little costume sets, of dainty clothes of such appeal that any mother would be glad to see a duplicate on her own little darling.

"Nobody Home."

This expression of slangy origin has always been associated with others of the same ilk, meaning dumbbell, solid ivory, or brains he has nicht. However, in this case it is the name of a game of the H. J. Phillips Co., Inc., rooms 709-711. The idea is to consult the phrenologist and find out peculiar things about yourself. In other words, it is a fortune-telling game which does not tell you what fair-haired dame you will marry, but why you like peroxide or vice versa. As Ben Franklin says: "Ben beats his pate and fancies wit will come, but he may knock, there is nothing there within," or words of a like nature.

The simplest and best aeroplane is Phillips' Flyer, a paper or fiber machine attached to a blow pipe of paper. One blow and the plane soars across the room.

The picking chickens are another item. A small wood toy with animated chickens. Motion is furnished by the weight underneath, a wooden egg, suspended by cords from each chicken.

Blackboards with stencils ought to interest buyers. These boards come in a good size, with ten different stencils, crayons and eraser. Scroll puzzles made of extra heavy material and delightful embroidery sets with Indian sweet grass baskets, floss needles, doilies and the hoops complete the new numbers for the 1922 season.

Cookee Cut-Outs.

Now, don't think this is the start of one of those lurid wild west stories about a Chinese cookee who cuts up didos and keeps everybody in suspense until the page before the last. Because it isn't. Cookee cut-outs is one of the new series of games for girls in which the La Velle Mfg. Co. specialize. This is an outfit for the little lady, domestically inclined, to do all sorts of fancy cooking in the kitchen, making pastry, pies, biscuits and other goodies. It includes a miniature apron, a flour sifter, egg beater, measuring cup and other utensils, all of a miniature size.

All the educational games for girls, bear on the outside of the box, a highly lithographed picture of the different kinds of work to be done with each outfit, in addition to the ages of the girls for whom it is best suited. It also has a little verse apropos of the occupation. There is the wicker craft work, dressmaker, clay moulder, water coloring, patch work, wax craft and crystal beads or mosaic for the "littlest durls."

Three sizes of Victrolas are also made, together with a Bob-O-Link book of small records. Another interesting item is a small electric sewing machine for the girls.

The Night Before Christmas

One is immediately conveyed to the land of holly, steaming plum puddings and happiness when viewing the display of George Franke Sons Co., rooms 810-812, Breslin. Christmas tree ornaments, innumerable and amazingly beautiful. Lovely tinsely wreaths with dangly glass balls of bright colors. The ornaments are heavier and fuller this year and unusual ideas are worked up in plain tinsel or combinations.

Then the package for containing the gifts is adorned with new designs of holly and poinsettias. Cornucopias are made in four styles, some are fringed with gay colored paper while others are embellished with tinsel. The Cup favors, for candy and nuts, are likewise made in several sizes on all holiday colors.

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Jingle Bells, Jingle Bells.

And the sound comes from room 609, of the Kirby Mfg. Company, at the Breslin. These people are famous for their reins, rattles and chimes. This year they have added a special combination hold in strap and toddle rein. The strap part is made of strong, durable white web within nickel buckles for holding a boisterous and kicky youngster in his high chair, carriage or crib. Besides the waist strap, there are two which close over the baby's shoulder, making it impossible for him or her to slip out of the strap.

The Nursery door stop and toy cat is brightly lithographed on heavy stained wood, which has a detachable patented steel door stop, which will fit any ordinary house door. When the steel stop is removed, it is an attractive toy for the child.

To the push chimes has been added a lithographed clown mounted over two wheels which roll on the floor. The legs of the clown move up and down with the rotation of the wheel. Bells on the fingers and toes give that delightful "jingly" sound. Swinging and tumbling clowns, as well as metal drum chimes, all duly belled, are the other new numbers.

Roulette On a Ball

This is Rou-Ball-Ette, a new game of Wallie Dorr Co., room 804, Breslin. What it is is this. A small ball, half red and half black, contains on its facets all the numbers found on the regular roulette wheel. The ball is spun, one bets on color or number in the usual fashion. It comes packed in the small container together with a chart, small chips and instructions how to play other interesting games. Made to retail for twenty-five cents.

Then there is a bowling alley which is like those frequented by grown-ups. This is made in two sizes. To play and make a strike depends upon the skill in manipulating the fingers and rolling the balls correctly.

The Pied Piper of Hamlin.

This time he does not pipe tuneful melodies to win the confidences of the children and mice, but silently suggests the unexplored realms of art with his wondrous paint box. This is a larger and more expensive box than High-diddle-diddle of the American Crayon Company, rooms 405-407, Breslin.

Another interesting feature of their exhibit this year are the wall decorations, large sketches of numerous representatives of the various countries at the Peace Conference, made with crayograph crayons of this concern by the Belgian artist, Muyttens. The entire line of cardboard paint boxes has been changed, with lowered prices, which range from ten cents to two dollars, retail values.

Birthday candles of all delicate colors are packed in attractive cut-out boxes. The kindergarten kits are new stencil outfits with wax crayons or pencil crayons in a full assortment of colors. Reliefo is a new composition used in making reliefs on designs on boxes, plaques, book ends, etc.

Walking and Talking Dolls.

The Ideal Novelty & Toy Co. are coming to the fore again with their wonderful walking and talking dolls. These are the dolls that, when taken by the hand, walk naturally just as a small child would. The patented walking device is entirely inside of the body, and most important of all is the fact that, although it is a mechanical arrangement, there is no springs to get out of order or sharp edges on which the kiddies can scratch themselves or tear their clothes.

The voice, too, has a human sound to it. All of the dolls are sweetly dressed in a manner that wins instant approval and arouses the desire of possession in the prospective little mother. Another line, equally as fascinating, is that of a soft bodied doll, of a chubby and happy type, which also talks. These are light dolls and are made of the finest materials.

"I Sent a Letter to My Love."

So goes the old nursery rhyme. The Paper Novelty Mfg. Co., rooms 409-418, Breslin, have worked out this idea for a stunning valentine, a demure little miss mailing her heart to her sweetie. The novelties incorporated in valentines are a relief from the ordinary stereotype forms. Cute cut-out arrangements, mechanical pullers for moving hands and heads, panarama effects and fold-ups are some of the numbers.

You never saw such paper garlands in your life. For instance, imagine a green garland, with hanging bells of red, or garlands that open and reveal coy paper flowers in their folds. Tinsel garlands come in all widths and colors. The tree ornaments are embellished by small brilliantly colored bells or balls.

Striped effects predominate in bells, the most pleasing and striking combinations being red and green, and orange and black. Paper wreaths lean to bell adornments. Bells are also made with strings in them.

The House of Blocks.

The Halsam Products Co. have an attention-arresting display of their round-corner blocks. The idea of the display is to show buyers how a window can be dressed with blocks and be of universal interest to all passers-by, besides the regular window gazers.

All the blocks are made of the finest grade of wood, enameled in two colors. The enamel is baked on; consequently will never come off. A new block, not only has the highly enameled edge, but it also has a colored background for the letters, causing them to stand out distinctly. This type sells for the same price as the one having two colored enamels on the edges and letters. These blocks retail from ten cents upwards.

Checkers seem a prosaic thing. One can hardly conceive of anything new in this line. But the checkers gotten out by this concern are embossed with dragons, flowers, solar or comet designs. The plain circular ones are beaded on the reverse side. All are highly polished.

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A Speed Demon.

The Mengel Company, room 402, at the Breslin, have a new model mahogany motor boat, eighteen and a half inches long, which will speed along two hundred feet on one winding. This is a great boat. It is equipped with brass shield to protect its passengers from the spray, has seat, real little exhaust pipes, and a regular motor and propeller. Moreover, it is non-sinkable.

Rock-a-tot is the name of a new shoofly, in which considerable interest is being evinced, as the seat is always on the same level, eliminating the possibility of the baby becoming slightly squeamish, which sometimes occurs when the seat swings up and down a little. These shooflies are decorated in baby blue or white, with rabbit or chicken heads.

Rock-o-mobile is a brilliant red, stencilled with white nursery designs, which can be adjusted for one or two small tots. Another substantial looking wagon is a hay wagon of a light brownish color, with vivid red wheels. All the line has been considerably improved. Five-ply wood is used throughout, which will not warp, crack or split. The grains of each ply run in opposite directions. A test made to show the durability, a cross section of a wheel, has been soaking in a tank since February 10th to the 18th, at which time it was in the same condition as when first immersed. The sand wagon now is made with steel axles.

The new catalogue illustrating all these numbers, printed in four colors, will be ready for distribution on March first.

A New Rack for Displaying Vehicle Toys.

A rack that will enable merchants to show children's vehicles more attractively and so increase sales, besides saving two-thirds of the floor space, is C. P. Henry's contribution to the Toy Fair this year. This rack, which is made of steel, has arms which can be placed on the rack in any position desired. Moreover, a small clamp for holding the front wheel of a bicycle or part of a toy of a similar nature is made separate. When the vehicles are in position the rack is inconspicuous and entirely unnoticeable. A complete story of it can be had by writing direct to Mr. Henry at Auburn, N. Y.

He is also showing a Sheboygan coaster which can be classified as one of the royalty. It comes in two sizes, the De Luxe 8 and the De Luxe 6. The wagon has sloping front and rear, giving it a racy appearance, head lights, a cut-out in the rear board, where the ankle of the boy can rest, roller bearings in the wheels, and an oarlock arrangement in the front to hold the handle while steering. The roller bearings each roll separately. The colors are orange and green, artistically combined.

A new swan and duck shoofly is the product of the Benner Mfg. Co. These are highly enameled in white, with bright spots of yellow or red. In the swinging shoo flies a popular priced number is the duck and the rooster design.

The play yards for baby are finished in delicate blues and light enamels. The latest addition to this line is one in blue with wooden floor, with three rows of colored ¾-inch wood beads. The Cidie Crib of white is furnished with sanitary mattress, woven wire spring, mosquito net covering and five-inch caster wheels with rubber tires. The baby walkers and swings are likewise provided with gay colored wood beads.

The new see-saw, revolving on a stand, gives the "sea-wave" motion so much liked by the kiddies. This see-saw is made in such a manner that where children of uneven weights desire to play an equal balance can be secured by moving the top over an inch or so.

Bendy Tinkers.

The Toy Tinkers, another Fifth Avenue building resident, are showing in rooms 502-503 at the Breslin this year. Their new construction toy is called the Bendy Tinkers. It is best explained by stating that the complete outfit comes packed in a mailing tube, and that it consists of innumerable sets of eighteen different shaped pieces of hard, natural finished wood, which can be attached together to form a grotesque ostrich, reindeer, lobster (not the New York variety), boxer, acrobat, stork, camel, peacock, dachshund, kangaroo and sixteen other animals. Each outfit includes a pair of pliers.

Choo Choo Tinker is a delightful pull toy of rich colors, with two painted engineers, paying strict attention to their faithful engine. Like the rest of the family, this toy, too, has its individual little touches that will make it of more than usual interest to kiddies.

Now, for adorably chubby kids of half-past three and four years come bead sets with large wooden beads in six colors, different colored cords, with which industrious ones can beautify themselves.

The new electric Tinker display for department stores for the coming holiday season is worthy of attention.

The Beistle Company.

The new automatic bell machine with which the Beistle Co. has recently equipped their factory, automatically performs every operation that goes into the making of bells and paper garlands. Inasmuch as it will take paper from the roll at one end and deliver it in an attractive garland or bell at the other end, one can readily understand why prices are low.

Among the new ideas for the Hallowe'en season is that of party packages. These packages include hats, decorations in the way of favors and other amusing articles for the table.

Paper bells are made in all sizes and colors and combinations. The garlands, too, come in variegated colors and forms. Tinsel ornaments are full and lovely, some entirely of tinsel, while others include small glass beads or balls. The tinsel garlands are made in all widths.

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Kuddle Bunnies.

Soft, squeezy dolls, with wistful rabbit eyes and pink nose, that just fit the arms of baby. They appeal, too, in their frilly white shirts and smart striped or checkered trousers. Let's not forget the dapper little black shoes either. These feathery weight dolls of the Averill Mfg. Corp are made in five sizes. A touch on Bunny's tummy-tum-tum makes him squeak, and if he is taken by the arm he will march along bravely, ears held inquisitively aloft.

The Rock-a-bye doll, which is made in four sizes, gradually goes to sleep as the young mother cradles it in her arms and rocks it to sleep. The Irish dolls are bewitching in their native costumes. Some of them are dressed in felt. All the dolls have the Lloyd's patented voices. The walking and talking dolls are just like real children both in expression and physical form.

The two rooms devoted to the exhibit of the entire line of dolls had so many crying babies in it that a young and beautiful nurse girl is required to keep the peace.

Pantalettes for Peggy.

Pantalettes for the mamma dolls is the vogue, according to the fashion criterion in room 608, Breslin—Katherine A. Rauser. Not only does she make these outfits, but everything else that any child wears is duplicated in clothes for the dollies.

One little model is a fascinating little black satin costume, edged with a gay red. Another is a diminutive romper of one color, with an appliqued Jap on another harmonizing cloth on the front and Japanese designs on the tiny pockets. Then there are rompers made for the holiday seasons, such as a white silk with a faint tracery in green for St. Patrick's Day. Another item is a corduroy suit of orange and black. A garden outfit of lavender has long trousers, and miniature flowers growing out of each pocket. A delightful little hat accompanies it.

The organdy dresses of imported merchandise are just as beautiful and dainty as they can be. These gowns—for they are nothing else—can be had in all pastel shades.

A Friend of Auld Lang Syne.

The Irish mail of the Hill-Standard Co., room 516, is with us once again. This year the hand cars are supplied with twenty spoke wheels, twelve inches in diameter. The action is made easier by the ball bearings. Some cars are also furnished with disc wheels.

The skooter, too, is equipped with disc wheels. Last year, a new number was the large playground slide. This year its offspring is the nursery slide of gay red, which folds up and can be put out of the way when not in use. Mr. Arthur Juber has recently been appointed the New York representative for this concern. He will open an office here in the immediate future.

Stencil Art and Toys that Print.

These are the lines for which Baumgarten & Co. are famous. The newest item is Stencil Art, a practical stencil outfit, incorporating the principle of a toy as well as a useful device. Each outfit has a great number of well conceived designs which can be used for decorating window curtains, summer portieres, mats and centerpieces for the table, lamp shades, bureau runners and purely ornamental purposes in the nursery or any other room.

Mr. J. W. Baumgarten is anxious to teach youthful Americans how to be traffic cops. He has devised a new stop-and-go signal which can be used to advantage by youthful owners of pedal type automobiles.

The Unsurpassable Doll.

The wonder dolls of Paul Averill, Inc., rooms 515-522, at the Breslin, are causing many hearts to beat with envy and with pride of possession. Fancy now, they are even making their debut on the stage. It's a fact, some eight or more figure in a new dance of the play Tangerine, and a brand new show soon to open will use eleven of them.

Pale pink, ruffly lace, white bassinettes and all the exquisite appointments of the ideal nursery for the baby form the back ground for these next-to-children dolls. They are climbing up onto chairs, clambering down steps and posed in other lifelike attitudes. Some have painted eyes, others moving eyes, and a new number has flirting eyes. The eyes roll from side to side as the doll walks. Of course, they all cry: "Mamma."

Sturdy little bodies are encased in rompers of pongee, while more fairylike creatures are costumed in silks of tender hues and luxurious fabrics of the loom. Ginghams and voiles have their place in the wardrobe, too. This year over one hundred numbers of dolls in several sizes are thus displayed before the eyes of the astounded buyers.

The Shrill of the Steam Engine.

Those steam engines of the Weeden Mfg. Co., room 808, are equipped this year with brass water cock, brass whistle and the other little contrivances that puzzle the average individual, but interest the boy of mechanical mind. Brass—polished brass, if you please—seems to predominate in the finishes. These alcohol and kerosene engines are supplied with a large smoke stack, so one is inclined to believe that Mr. Ritchie's engines comply with all the smoke ordinances.

According to the reports, business has been very good so far and will continue so, judging from all indications.

The Turnerville Trolley.

The remarkable toy of the John C. Turner Co. is shown in room 620. It flashes back and forth on its track, over bridges and around curves at a breakneck speed, bent upon conveying its passengers to their des-

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tination in ample time to catch the morning train. Its action catches the buyers, too.

All the steel mechanical toys of this concern embody the highest possible quality, in design, finish and materials. The engines are complete in the most minute details, with tiny wheels, bars and other mechanical features of the big locomotive of today.

Dayton Toy & Specialty Co.

"Ring-A-Peg," the old ring toss in a new and practically unbreakable variety, is shown by the Dayton Toy & Specialty Co. of Dayton, Ohio. In this game, the peg is fastened onto a steel base and substantial rope rings are furnished. Four different combinations or sizes are offered, from a parlor quoit game to retail at perhaps 50c down to a possible 10c retailer. These appear to be very fine values.

Their well known line of all-steel wheelbarrows, carts, express wagons, etc., has been greatly improved. The red enamel is now baked onto the steel giving an exceedingly pretty appearance.

Rundle Mfg. Co.

The first thing one sees upon entering room 808 at the Breslin is a most magnificent, diminutive automobile, with electric lights, instrument board, motor meter, gear shifts, imitation top, windshield, Klaxon horn, upholstered seat, and of a scarlet hue most approved of by the young millionairette. All the children's vehicles of the automobile type have been



This man, Mr. Ireland of Galion, Ohio, weighs 318 *lbs. He is standing full weight on the running board of "Rundle" Auto, a test of superiority.*

greatly improved. They are so strongly built that a heavy man can stand on the fender without even sagging the car to one side. Wood steering wheels and a new design in windshields have been placed on all of them. Besides this, they have solid rubber pneumatic tires with wire or disc wheels.

Disc wheels, ball bearings, rubber tires are the new selling features of the Gra-Houn line of coasters made in five sizes. Then there are three sizes of Gra-Houn hand cars, having no dead-center coaster gear and roller brake. Treddle-Horse and swinging shoo-flies are new items that offer wonderful possibilities for the trade. The Walk-O-Bike is a steel disc, rubber-tired, strongly made car on the order of a kiddie car.

GENDRON WHEEL COMPANY.

On entering the Gendron Wheel Co.'s room at the Breslin Hotel, one of the first items to be seen is their new coupe automobile. It is beautiful to say the least. It has roller bearing wood wheels and chain attachments which make a high speed gear. It can be propelled by a child of five years. The Junior Fire Department is another Gendron feature. This consists of a hook and ladder truck, a hose auto and a fire engine. These are very attractively made and one of the set in a neighborhood should sell its brothers.

Coaster-brake velocipedes with full tubing frame, inch tires, bicycle spokes and ball bearings comprise another line of special interest. New departure coaster-brakes are used. Pneumatic tires are optional equipment.

Another new feature is the line of Little Tot coaster wagons equipped with disc, roller bearing, rubber tired wheels. Little Tot wagons are the small members of the "Pioneer" family. Mention should be made of the doll carriages with reed, fiber and wood bodies.

On the wall of the exhibit room are pasted reproductions of advertisements of the Gendron line which are to be run in various consumer publications, including American Boy, Good Housekeeping, The Delineator and the Ladies' Home Journal.

The Carpenter Manufacturing Co.'s line of tinsel ribbons, tinsel cords and ribbonzene, at the Hotel Breslin, room 422, is attracting unusual attention. It is a handsome display showing the regular lines of tinsels and many new items such as tinsel ribbon brilliants, rainbow cords, lamminette, ribbonette, etc. This concern was the first to put this line on the market and while their name never appears on their goods their trade-marks, "Everbrite" Tinsel Cord and "Daintewave" Ribbonzene, are known from coast to coast.

The Dayton Friction Toy Company of Dayton, Ohio, states that their toys are more durable and classy than last year and lower in price. The finish is applied by air brush over a first coat, which gives a wonderful luster. Several of the numbers have been changed in construction here and there to improve them. One of their new numbers is the Airplane, an exact model of the latest type monoplane.

Special mention should be made of their new 5-color catalogue showing all their numbers. This is receiving many favorable comments from buyers.

ADDITIONS TO KIRBY MFG. CO. LINES.

The Kirby Mfg. Co. have added several new items to their large line of children's horse reins. One of these is a special combination "hold in strap and toddle rein." The strap part is made of strong, durable, white web with nickel buckles, etc., which is absolutely a sure safety strap for holding a youngster in a high chair, baby carriage or crib. In addition to the strap which goes around the waist, there are two adjustable straps which close over the baby's shoulders, which make it impossible for the baby to slip out of the strap.

Another new item this next year is the nursery door stop and toy cat. This consists of a brightly lithographed cat on a heavy stained wood form which has a detachable patented steel door stop which will fit any ordinary house door. As a door stop this is especially adaptable for the nursery and at the same time if the steel door stop part is removed it makes an attractive toy for the young child.

To their wide assortment of push chimes have been added this year a brightly lithographed clown mounted above two wheels which roll on the floor and the clown's legs move up and down with every rotation of the wheel. Of course, this clown has bells on his fingers and bells on his toes which ring when the chime is pushed over the floor.

They have also brought out two numbers of swinging and tumbling clowns and several items of brightly lithographed metal drum roll chimes. "Needless to say, all our items have bells on."

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Exhibits at Imperial Hotel

Five Hundred Pounds on the Edge

It is some reputation to maintain, that a coaster wagon will stand the combined weight of five good-sized men, eleven hundred seventy-nine pounds, to be exact, and still show no sign of damage. This is just one of the extraordinary tests the Bowman Associated Toy Factories, Rooms 101-103-105-107, are subjecting their all-steel coasters to.

The wheels are of heavy stamped steel in two parts provided with ball bearings, clinched and spot welded at the rim between each spoke. Axles are of one-half inch steel, and tires are either of solid rubber or steel, as preferred. No wood is used in the coaster. The box can easily be removed.

"Blue Streak" is a small size, all-steel wagon, with steel disc wheels, finished in a bright blue and red enamel, which will stand the test of 600 pounds. "Sturdy Boy" is the smaller size which likewise will carry the same weight. The prices on these numbers are unprecedented.

The pull toys are all of the highest possible quality. A royal blue finish predominates at this showing. A garden wheelbarrow in flaming red made of steel is another fifty cent item.

"Like Mother's" toy cooking sets of aluminum have a higher luster and are fashioned after the pots and pans that can be found in the majority of well appointed kitchens. One in particular is a combination kettle. Then there are real roasters and double boilers.

The aluminum tea sets incorporate a new idea. The creamer, sugar bowl and tea pot are finished in a high polish, giving the effect of silver, while the balance of the set is satin finished as usual.

The Circus of Fantasyland

The Diamond Toys Corporation have the smile-provoking toys of wood, especially the animated circus, where all the animals have interchangeable parts. The result is ferocious beasts without number of inconceivable shapes, forms and colors. Each set has the ring, performing tubs for the elephants, teeter-totters and other fixtures necessary to lend the real sawdust atmosphere.

The complete line of small toys has been renovated and greatly improved, both as to the strength of the toys and as to finish and design.

A venture for these people is the addition of juvenile furniture. Two of the most pleasing of the popular priced sets are the square table with four small chairs, and the table with the long bench seat. The colors are those which seem most satisfactory for the nursery. The clothestrees have an unusual feature in that the base is composed of four or more animal figures.

Rubber Bubbles

Room 122 of the Rex Rubber & Novelty Company is a veritable fairyland. Balloons innumerable, small, large and of every shade and color known are festooned across the wall.

This year there is the new friction balloon. Rub it briskly on something woolen then place it on the wall or door. It will hang there indefinitely.

Another type is the Japanese balloon with queue and ears. When inflated these stand out in the most approved manner and are very grotesque. A good noisemaker is a double balloon. By forcing the air from one section to another through a tube diversity of squawks is produced.

The "Rex Flying Top" is a new novelty. Pull a string and the top flies merrily away. It is claimed it will go fifty feet before falling. The Jazz dolls in their shredded paper costumes of varigated colors are ideal for carnival purposes. Weather forecasts, floating boats, marble shooters and fold together furniture are other novelties. The Mystic Lantern is a cutout. Put together, and a light placed inside, the witch appears astride the broom.

Nourse Co.

The Fun of Saving Up, a thrift bank book, is one of the new numbers of the Nourse Company. The object of the book is to induce children to save coins of the dimensions of a penny, five cents, ten and twenty-five cents until five dollars has been accumulated. Several banks have adapted these books as a medium of advertising.

The Magic Paint Books are made in six numbers. Each book has a palette, paint brush, three colors and the magic paste for reproducing the hidden picture. The regular painting books contain attractive pictures and are equally interesting to the small girls and boys. The Something to Do series, especially the Nayan dolls, Dolls in Fairyland and table decorations books continue to be as popular as ever.

Paging Mr. Reisman

You will find him in room 237 at the Imperial busy explaining about the superior quality of his walking dolls. These are stuffed body dolls with composition heads dressed in the sweet simplicity of childhood and made to retail for one dollar.

Another new line is the musical dolls. When one of these is shaken it produces a musical sound. These are made in two sizes. Along with this is the crying and mamma doll, the toddling baby doll which toddles like an infant, sleeping eyed dolls and an enormous variety of soft body dolls and carnival numbers.

Great care has been taken to produce the best value both in the make up of the doll and the manner in which it is dressed. Attention is called to the fact that despite the rich appearance of the line nothing is made to retail for more than a dollar.

Mr. Reisman is going into the manufacture of carnival numbers and composition dolls on a much larger scale, as he recently purchased a new plant for this purpose.

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The American Pictograph Company

All the motion picture machines of the American Pictograph Co. are made of metal throughout and have been passed by the Board of Underwriters. Each of the five sizes have been greatly improved to increase their efficiency to the highest degree, and at the same time to make them operate like regular outfit used in the shadowland theatres of today.

The Konograph Grand, a new number, has a capacity of 500 feet of film, standard width, averaging about three minutes for 200 feet. The size of the picture varies according to the distance from the screen although the projector will throw clear pictures up to 30 feet. The lenses are high grade.

The new magic lantern works with films mounted on reels instead of glass slides. Inasmuch as the film runs from one reel to another, each picture is exposed separately and the changing of slides is eliminated. Each film has thirty-three views.

Have a Plum?

Have two, and if you do not like plums, take an orange. The Wonder Flower Company, room 320, will make you all the fruit you want and more besides. No one would suspect by casually glancing at them that the luscious fruit lavishly displayed is stuffed with a soft, squashy substance decidedly uneatable. And the grapes bring back fond memories of the flowing bowl before the days of 2.75.

And from the sublime we descend to more prosaic things. This concern also makes mechanical toys, such as stationary electric engines, miniature machines, which the boys set up themselves and learn to operate.

The Tribulations of Peter Rabbit

Are all depicted in the intensely amusing game for children of Frederick Warne & Co., Ltd., room 282. This board game comes folded in four sections to open out flat, together with well modeled white metal figures of Peter Rabbit, Squirrel Nutkin, Jeremy Fisher and Jemina Puddle-duck, the four characters of the thrilling race—stands, numbered cube and the throwing box.

Another novelty is boxes of small nursery stories, such as the adventures of Mr. Quack together with envelopes. The idea is to mail one or more of these little tales to small tots.

Favors and Unusual Novelties

The Adler Favor & Novelty Co., room 282, have created some beautiful and charming favors. One would never believe the befaced stick so bewitchingly arranged in a little box with two smaller but broader objects likewise befaced to be a pencil set including the eraser and a book mark. Then there are the dressed up crayons, funny brides and grooms, paper doll novelties, tiny bunches of soft looking paper buds, and lastly, captivating small, soft bodied dolls of distinct personality.

Radio Rex and Ducky Lucky

These two inhabitants of room 337 vie with each other as to who shall receive the most attention. But they have a rival in the interests of the buyers—the Wireless Bank. The John Hugo Mfg. Co., who produce these scientific toys, have something different from anything ever seen before. To begin with, they are capitalizing on the popular interest in wireless to bring out toys operated by sound waves. Radio Rex is a nice canine of the bulldog order who carries his own knennel around with him. Speak to him harshly or clap your hands and he rushes out on duty bent.

The Wireless Bank, on the other hand, is entirely different. Of wood and metal bank, decorated in red and white, it is made to resemble the Colonial Bank Building. The roof has a trap door through which the coins disappear. This door is opened, the money placed thereon. A clap of the hands or the simple word "Cash" will cause the coin to vanish.

Ducky Luck, a white and yellow duck of aluminum and balsam wood, will waddle on land in exact imitation of the barnyard duck. When placed in water it will swim in a natural manner. With one winding it will walk 25 feet or swim for ten minutes. Placed on an incline it will walk right into the pool for a swim.

Pokomo—An Action Game

One of the fifty-seven varieties of baseball games is that of the Wade-Clark Company, room 368. It is played like regular baseball, insofar as the elements of chance and ball players are concerned. The game is a box game, size 26 by 26 inches. In the center of the board is the regulation diamond. A marble is shot out by a spring on the right hand side. It strikes the top of the frame, then flashes down. Sometimes it is caught in nailed enclosures or falls into one of the slots across the bottom. Whatever the directions are the player must be guided according, moving his man as directed. An inning can be played in five minutes.

The Short Route to Fame

If your child has a yearning to become an artist the quickest way to develop this ability is to provide him with an Ezy-Art board of the H. G. Cress Co., room 128. This board, which is made in two sizes, single fold and threefold, has a model surface and drawing surface. On the model surface are a number of simple forms with which any small child is thoroughly familiar. He draws these free-handed on the drawing surface and erases them at his pleasure. Letters of the alphabet, numbers and easy words are included on the folds of the larger size. When not in use the device folds up nicely and is out of the way.

The educational boards are now made with reversible letters, one one side listing the alphabet for spelling and on the other numbers for arithmatical problems. These boards are made in fifteen sizes to meet all demands.

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The Ohio Art Co.

Who would not dig sand by the sad sea waves with one of the new lithographed sand shovels of the Ohio Art Co. Believe me, they are nobby. So, too, are the new sand pails in their bright colors and happy children's pictures.

The lithographed tin tea sets are dressed afresh for this year. Most of them boast of well known nursery pictures, such as Little Red-Riding-Hood, while others feature the alphabet and domestic animals.

U-Build-Em is the name of a new knocked-down toy to be assembled by the boy and which retails for 10c. The first number is a windmill made of galvanized iron. When set up the wheel spins around in the approved windmill manner.

The Wild West On a Stamp

The Fulton Specialty Company, room 350, in addition to their many numbers and sizes of juvenile printing outfits are offering a printing set complete with a self-inking stamp pad, the stamps of which print all the romantic and adventuresome figures of the Wild West. Such sets are put up in attractive boxes with bright labels. Besides this item, there is the Yankee Circus, the Brownies, Birds' Paradise, Hunting in the African Jungle, Kate Greenaway, the Army and the Navy.

Paper Sculpturing

This at first notice seems almost impossible, yet it is so. The Ullman Mfg. Co., room 333, are putting out this game, originated by Albert Frueh, cartoonist for the World. Bobby takes a sheet of paper on which has been printed a peculiar outfit, purporting to be some animal. By folding it along the lines suggested in the instructions, he obtains animals almost true to life. Each package of the game contains the necessary crayons for coloring the beastie.

Then there is the painting books made in three sizes, the pictures of which are photo-gravure printed. When correctly tinted they are worthy of framing.

The water color paints are non-poisonous and are combined with a new crayon just manufactured of a very high grade, called the Priscilla Crayon. The better paint boxes are not only suitable for amateurs, but artists as well. All the packages contain copyrighted pictures.

The Magnetic Ten Pin Game

The Lloyd Toy Co., room 365, have a marvelous ten pin game, unlike any ever seen before. The pins are held to the board by a magnet. They are suspended from a rod by a rubber band which passes through a template. When the pins are set up the tension of the rubber is less, but as soon as the ball knocks the pins and moved them off the magnet, the rubber naturally contracts and draws the pins upward.

The pins are reset by simply lowering the template until the pins are within attracting distance of the magnet when the template is once more raised. This game is made in one size.

"Oh! The Biscuits are Burning—"

And young Mrs. Playhousekeeper rushes into the kitchen and rescues the piece de resistance for tea. It is amazing, too, how much heat the toy electric range of the Empire Transformer Co., room 267, can produce. While the stove is essentially a toy, it is as complete as a large range, and will bake tiny dishes to tempt a small appetite, in the most approved fashion.

Another article, designed for the boys, is a real steam engine, with water gauge and all, which operates by electricity also. An engine of this sort develops one-twelfth H. P. It will run a miniature shop of ten pieces. Hitch it to a small dynamo and it will light miniature bulbs. It is equipped with a safety valve, whistle, driving pulley and fly wheel.

The transformers made by this company weigh only one pound and can be attached to any light circuit of alternating current only, standard 115 volts, 60 cycles.

National Art Novelty Co.

Step into room 447 and you will think you have floundered into a sea of pretty and neatly framed pictures of every size and description. There is such an expanse of them that one hardly knows how to go about to talk about them.

Perhaps the most attractive are the delicately toned bed-room pictures, and those for the nursery. Any of those shown would be a valuable addition to any room.

All About the Lost Sheep

Mary's lost sheep have been found at last. They wandered to room 290 of the Fleischer Toy Mfg. Co. This concern makes several sizes of real woolly sheep, mounted on metal frame with wheels, all ready to be trundled home. The very latest is a brown bear on frame to sell for a dollar.

And, do not tell any one, but I think they are becoming dog fanciers. You never saw such an array of small dogs and big dogs, saucy looking airedales, besides rabbits, bears, cats, squirrels and other stuffed animals made of fine material and showing good workmanship.

The Circus Has Come to Town

And, if you don't believe, look into the room of the Grand Rapids Toy Mfg. Co. Here under a big tent all the animals move their stiff wooden legs at the command of the ringmaster. It has the true sawdust atmosphere blary colors. Some of the clowns have slipped away and are enjoying themselves in an enormous wooden ferris wheel painted an emerald green. In another part of the room the animals of the jungle are having their annual mass meeting and voicing their disapproval of the meatless diet.

All of the toys are exceptionally well made, attractively colored and each has some unusual feature. This likewise applies to the doll furniture, a bed-room set, as completed and up-to-date as any young miss could wish. The furniture is made in mahogany, walnut or light enamel.

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Dolly Walker

And it is a dolly walker too, a simple, mechanical contrivance which will make any doll or teddy bear walk. It's a great hit.

The doll or other toy is placed in a steel wire receptacle which holds it securely. Each leg of the doll is attached to a wire arrangement. These two wires are connected to another, which in turn is actuated by the wheels attached to a long handle. As the child pushes it along, the wheels turn, and the doll walks about like a regular grown-up. The Hanley Toy & Novelty Co., room 284, who are showing this device, are also displaying small sand toys, doll houses, and mechanical metal toys.

"Lady Clare Wins"

Actually, you would imagine you were at Belmar, witnessing one of the most thrilling horse races of your life, when you play GO, the new game of the Racego Game Co., room 205.

First and foremost, the game which is lithographed on cloth, large enough to cover a card table, can be played with as high as seven people. Six miniature horses, three sorrel and the three black, are set at their respective places at the post. The race is run on a regular oval track, and as the horses pass each other, and change positions on the track as in a real race, the excitement is intense.

Moreover, the shifting of horses from one path to another, makes it practically impossible for even the most experienced figurer to work out a system that will give him an undue advantage. Each player has his individual betting board, and can play to win, for place, to show, across the board time of race, color of winning horses. Counters and cards are used. Each person takes a turn at being dealer.

Bang! Bang! Bang!

See the flash of flame and tiny wisp of smoke. It looks very dangerous but it is in reality one of the most harmless of guns for the boy. The Ronson Repeater of the Art Metal Works, room 263, is fashioned like a colt revolver and charged with a flint in the ammunition chamber.

Each reload shoots 5,000 times. It is a simple matter to recharge. The corrugated lever on top of the gun is pulled up, and the flint dropped into the proper place, then the lever springs back and the gun is ready for more fun.

The Eifel Tower

A reproduction of this famous tower of Paris can be seen in room 203, made entirely with the bamboos used in the Pyfyly game of the City of Paris. This French toy has taken a great hold on children in this country because of its ready adaptability to make any form of vehicle, aeroplane, machine, crane, bridge, ferris wheels, doll house, and toy furniture. One of the most interesting features is the fact no tools, irons, screws or glue is required to build any of the above mentioned models.

Pollyanna Co.

Something entirely different for girls is the object of this company and any one who has inspected their display in room 305 cannot help but be convinced that they have worked out a splendid idea which is certainly out of the ordinary.

They make sewing sets for girls. But here is the difference. Each package or box contains one lovely little dress all cut out and ready to sew with needles, snappers and the required thread. Every costume is most modern in style and dainty enough to please the most fastidious.

The dresses are made of fancy organdy, batiste, voile, silk mull and ginghams. The more elaborate are furnished with cute little envelope chemises and other articles of an intimate nature. Dressmaking made easy in three boxes ought to be the slogan of this firm.

For Little Hands

Something for little hands to fashion and create which seems to be the paramount thought of most toy manufacturers this year. The Kern Toy Co., Inc., room 218, are bringing out a line called the Creato Toys. This toy, which is made in several sizes and numbers, comes in package form. In each box is included all the material to make up as well as crayons for decorating the finished objects. With one set the child can make bamboo dining-room set, with another, parlor suite or a living-room with all the comforts of home, and so on.

It is reported that the smallest size (retailing for about a dollar), will keep a child occupied for at least eight hours, that is the consecutive time required to finish a set.

Another new number is a fibre slate which is non-breakable, at the top of which is a number of charts outlining in a simple way familiar objects to the child. This is a dandy toy and one which wins favor with children confined to the house for any length of time.

Chic Chac and Pollis

Think of it. Last year the Statler Mfg. Co., room 209, had only four numbers, while this year they are showing forty-one items, each decidedly individual and with merit. The paint sets, which retail from a quarter up are furnished with genuine water colors, which if spilt on a child's dress will easily wash out. Each box has a number of pictures all of which are copyrighted.

Chic Chac is a game of concentration, something on the order of checkers or chess. Plus or Minus is the name of another game to teach the small tot how to add and subtract, while playing.

Pollis is the name of a new painting outfit, with which colored wool, in tiny particles is used instead of paint, giving a most brilliant tone of color, as well as a velvety surface.

Other items are glass dishes such as berry set, punch bowl and water pitcher set for the kiddies, put up in paper boxes, backyard or wall tents and teepe tents.

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Christmas Tree Light Reflectors

The Shaphard Novelty Manufacturing Company, room 266, are responsible for a five-cent tree ornament that is amazing both for cheapness in comparison with its attractiveness. It is a reflector covered with sparkly silver tinsel made in several charming designs. This is slipped over the Christmas tree light bulbs. The scintillating tinsel catches the light and increases the brightness, enhancing the aspect of the tree in a truly delightful way. These reflectors are practically unbreakable.

Something New For the Kiddies

The Portland Novelty Company, room 368, are the creators of the Kiddie Cycle, which combines the delights of the scooter, the kiddie kar and other three-wheel vehicles with its own individual features.

It is made with a heavy platform on which the child stands. The guiding handle is firmly attached to this platform and controls the front wheel. The child stands on the cycle on two bellows like arrangements which cover springs. By forcing these up and down the car is propelled to any desired speed. Imagine the muscles a boy would develop by consistently playing with it!

The complete weight is about twelve pounds, yet it will bear a man. The wheels have heavy rubber tires. It is well constructed of the finest quality materials.

The Hurst Co.

All the books of the Hurst Co. are redressed in new jackets which cover the entire book instead of having the picture and decorations on the front or cover side only. The line embraces suitable books for boys and girls from the ages of eight to fourteen.

Ponygo.

Ponygo is a game with action and a delightful toy for the kiddies. The Belasco Mechanics Corporation are introducing something different in the way of a metal toy. A highly lithographed tin box, shaped like a small stable, with sloping red roof, houses six horses. The stabledoors are snapped shut. The player gently presses a trigger, propelled by two springs, which throws open the door, then by pressing the trigger further the horses are caused to catapult out on the table, from two or five feet away. The horses which are numbered, are made in such a fashion that no matter how they fall they immediately right themselves. Each horse has a jockey. The horse going the furthest distance is the winner, the next to him is for place and the third for show.

Gold Medal Toys of the Transogram Co.

One of our old friend Charley Raizens' new items is an educational slate. The slate is of the familiar type always associated with the little red school house on the hill. At the top are a number of charts, with figures or pictures on each side made in a simple form which the child may copy on the slate beneath. The charts can be removed by the child when he or she is tired of them. The slates, together with pencils, are made to retail for twenty-five, thirty-five and fifty cents.

Ima Walker dolls retail for ten cents now. This is the 1922 price. The Playthings that Serve a Purpose are the needlework sets, embroidery sets and sewing cards, all of which are both useful and instructive for the little miss. The Kemical Magik, or the chemistry sets, are more complete, with new items in the way of chemicals. Then, too, the line of holly boxes for handkerchiefs, neckwear, shirtwaists, hosiery, umbrellas, gloves, books, shoes, etc., incorporate a number and original designs, and are embellished with gilt edges.

The Billy Buster Flyer.

This is the combination coaster and sled on wheels of the Wilder Mfg. Co. It's a beauty, too. First and foremost is it gorgeous in a rich blue on the Harding color, the wheels and side handles decorated in a harmonizing red. The flyer is equipped with a new patented stabilizer and steering head. The wheels have rubber tires and metal bearings.

The fast-mail cars are all glossed out in new colors, orange seats, blue handles. The remarkable fact about these cars is that they are made to retail for seventy-five cents. Each car is a marvel of what can be accomplished in making a staunch, well-finished toy that will last and give service.

Geo. H. Bauer states that business surpasses his expectations and that the demand for the new games is gratifying. This applies to those of the more educational nature; for instance, Factory Management, Store Management and Bungalow Building. The toy furniture line is very complete, mission finish being the predominating tone this year.

The Yellow Coated Cat.

The American Made Toy Co., room 229, Imperial Hotel, have a new novelty in a Hallowe'en cat with a ribbon on its tail. This year they are making velvet cats and dogs, grey velvet elephants, and, for the baby, flannel dogs, fully protected from wintry blasts by a nice warm blanket. Then there is the usual extensive line of stuffed bears, rabbits, cats, dogs, elephants, saucy little squirrels, monkeys and other well known beasties, made of velvet and long pile plush.

All Metal Dolls.

The Atlas Doll & Toy Company are showing their all-metal dolls, which, although made of metal, are actually featherweight. Not only this, but they are sanitary and absolutely indestructible. There are no springs or elastics to tear out. Moreover, the patented joint arrangement enables the child to place the doll in almost any desired position.

The majority of the dolls say "Mamma," and they are all very temptingly dressed. One of the most

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pleasingly garbed dolls is the baby, in its angora suit with little cap to match. The cheaper dolls have painted hair or mohair wigs with painted eyes, while the more expensive dolls have real hair and moving eyes.

Besides the metal dolls, this company has a big line of fashionably gowned dolls, with metal heads and arms and stuffed bodies. Cork is the material with which they are stuffed.

Simple Simon and the Pie Man.

And all the other quaintly funny and lovable characters of Mother Goose tell their little tales in the new book of the Whitman Publishing Company. This book, size 12½x9½, contains one hundred and seventy-six pages filled with child thrilling stories, beautifully illustrated, with twenty-four color plates and is made to retail for one dollar.

Then, too, is the story of Bunny Patch, the remarkable story of the escapades of a silly bunny, and what happened to his cottontail. Picture books, board books, joke books and Briggs' cartoon books to sell for ten cents are just a few of the other items.

The new stationery for the kiddies is delightful with its Mother Goose pictures and barnyard friends. The jig saw puzzles and the books for the boys and girls of not so tender years are board bound and exceptionally good values for the money.

W. J. Baker Co.

In room 338, Imperial, you will find some very "different" desk blackboards. These boards have green composition slates which are easier on the eyes of the child. Moreover, the color is such that the chalk shows up on it just as well as on the standardized black slate. In the desk part itself there is a blotter pad which can be taken out.

Green composition slate is used for the hanging boards. These have no framework, but at the bottom have the usual receptacle for chalk. Consequently these boards are very light in weight.

The Bi-Car or hand car is scientifically made. Each car is equipped with roller bearings, reinforced front axle, channel steel frame, a tongue which converts the car into a pull wagon. The finish on this vehicle as well as the Kid-Cycle, Horse Bike, Racemobile and toy automobiles is of the highest grade. The colors are distinctively attractive. The baby car and the speedmobile have steel disc wheels.

The Bakers' Big League Table Baseball is a new mechanical game whereby two people play at the same time. Small metal figures are set up in a box on the field diamond. A ball is placed in the pitcher's hand. By pressing a lever, it is thrown to the batter. The player operating the batter must be quick enough to press another lever so that the batter will swing at the ball and make a home run if possible.

Crayons for Every Use.

The Binney & Smith Co. are offering their line of crayola crayons in several sizes. Some are boxed eight to a package and wrapped, while others are not wrapped. The kindergarten size contains about four wrapped crayons in the prime colors.

For artists there are the Sectra Pastel Crayons made in several assortments. The Crayola Paint and Toy outfits are very interesting, especially those with stencils for practical art work. The Little Women color and sewing boxes contain paints in tubes, water colors, crayons, sewing cotton, worsted pins, needles—everything in fact to make up a diversified number of artistic articles.

Magic Painting Books.

Samuel Gabriel Sons & Co., room 315, have two new magic painting books, with lithographed pictures. Each picture is covered with a sort of a violet wash. The child scrapes this off and the picture is then revealed in all its beauty. The larger number has twenty pages, while the other has sixteen pages of smaller size.

Spello is a new card game. Each child is given a card with a number of letters of the alphabet. The quicker witted he is the more words he can space with the limited number of letters. Kittens and Puppies is the name of a game played something like Muhle.

Marble mosaics, beads, puzzles, nester blocks, cubes and a line of valentines complete the display.

A. B. Cummings.

This concern is another newcomer in the field of small and inexpensive phonographs. They are offering the trade a marvelous machine which will play any twelve-inch record and which has both key and side wind. The speed is adjustable. The motor is a commendable one, substantially made and guaranteed to give service. The machine itself is enameled in a deep maroon. And, listen, the retail price is said to be under three dollars.

In the way of motion picture machines, they have a de luxe number. This small, compact device is adapted primarily for home projection, and will show a picture equal to the commercial type. It is fitted with detachable safety reels, special film guide and retainers. The matter of flicker has been eliminated by the mechanically correct shutter. This machine will take four hundred feet of film. The finish is baked on, and the parts are all machined.

Nothing Over Fifty Cents.

That is the story of the Modern Toy Co., Inc., room 224 at the Imperial. Their dolls that walk and talk are made to retail from ten cents up to fifty cents. These dolls have composition heads, stuffed bodies, mohair wigs. The cheaper numbers have painted eyes and painted hair. All of the little ladies from the modern seminary are garbed like the sweet maids from the country in ginghams.

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Take Up All the Crumbs.

The busy little housekeeper rushes around the room to straighten it up for daddy when he returns home. She pushes her tiny little carpet sweeper under the table, to get the crumbs brother made and which mother overlooked. The Bissel Carpet Sweeper Co. are showing their line of toy sweepers with new and improved features. These little dust pickers actually work as well as the big ones. They have tiny little brushes, rubber rollers, dust holders and removable pans. They are made in three sizes.

Pordell Projector Co.

In room 341, at the Imperial, there is a device which not only brings the movies to the home, but does something that no other toy of its kind has ever attempted before. It teaches the child how to draw, free handed.

The way it is done is this. It is not a complicated machine in any way, just a flashlight battery, arranged according to the designs of the foremost engineers in the motion picture industry, and furnished with a projector of extraordinary power.

The child slips in the slide and casts on the screen a cartoon or outlined picture of any size desired. Placing the machine on a stand or table, he then starts to trace the picture. It is all free-hand work. He learns proportion and gains skill. Not only that, it can be used for illustrating lectures in the home, an amusement for the kiddie confined to bed, and as a help to the salesman.

All a child has to do is to press a button and a clean, vivid picture results. Extra scenes are packed in small boxes, each containing fifty views. These are fitted into the slide which comes with the machine.

Mother Carey's Chickens.

Mr. Emerson P. Jenkins, of Leighton, Pa., has brought out a combination toy and candy container which is the topic of conversation at the fair. Buyers as well as the layman who see his electric display downstairs in the Toy Salon (former Red Room) immediately traverse the beaten path up to 118 to find out more about it. While at first it seems like an Easter item, it can be made a good seller all the year round.

Small wooden, animate chicks, duly stained to bear a slight resemblance to the well known Plymouth Rocks and other members of the chicken family are made to peck corn by the simple circular movement of the wrist. The chickens are on the top of the round box, which has a deep cover to accommodate them. A small wire handle projects on the side, so that the child can hold the toy. Each chicken is connected to a weight underneath by a cord. A slight movement starts the weight going around, and consequently the chickens begin to eat the corn.

The balance of the box is devoted to storing candy, and has a smaller lid at the bottom. Approximately it holds one pound of candy.

Chummy, a Great Success.

The H. E. M. Mfg. Co. have a dandy child's vehicle called the Chummy. This is a new departure in a wheel toy, as it requires no pushing or kicking to put it into motion. A child stands on the platform and by a downward pressure of the foot on the return action pedal the car glides off gracefully under the weight of its driver.

The car is very well built. The spoke wheels have a heavy, oversized rubber tire, the framework is of steel, a sensitive brake controls the speed of the vehicle, which is limited only by the will of the rider. The car is safe at all times. There is nothing fatiguing about it. The boy or girl stands in an upright position all the time, and the rush of the air as it speeds along is invigorating.

A House for Dolly.

An honest-to-goodness house, with a front porch, lace curtains, tiled bathroom floor and window shades is the product of the Santa Claus Toy Mfg. Co., Inc. They have a right to feel all puffed up about their houses, too. These houses are made of fiber, and come in many sizes and styles, from two-room bungalows to mansions that only a movie star of a doll could live in and be comfortable. The housing problem that confronts most of us rent payers and tax dodgers would soon be settled were we able to buy houses as complete and as homey as these instead of contenting ourselves with a bird house, nine flights up.

The Inventors Merchandising Service Corp.

These people are putting on the market a delightful playhouse of paper for the young daughter of the family to pretend with. Unlike other doll houses, these, when set up, are open on all four sides and have no roof or top. The large number has four rooms—kitchen, dining-room, living-room and bedroom.

The entire bungalow and furniture comes in sheet form, and is cut out and put together. Attention is directed to the fact that no matter how small the article it is most complete and beautifully designed and decorated. A toy of this kind is sure to train a child to appreciate and demand the best in the way of good taste.

Sporting Goods.

The Bon Tober Sporting Goods Co., room 439, have a fine assortment of baseball gloves and mitts. Some are made of genuine calf, with brown binding and black lacing, profession pad and adjustable straps. They also have many numbers of baseballs. The National League, which is guaranteed for eighteen innings, has a center of pure rubber, and wound with one hundred per cent pure wool yarn, finished with white cotton yarn and genuine heavy horsehide, stitched in red and black.

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Moviegraphs and Such.

Ben Marks is as pleased as punch over his new motion picture machine for flashlight movies. The machine uses regulation film and is operated with an ordinary flashlight battery. It is bound to appeal to the restless youth who delights in doing trick stunts, as the boy can roam all over the house, carry this small outfit and still be showing pictures—on the ceiling, the walls, or any light surface. The line of moviegraphs has been greatly improved and now embodies features that have not heretofore been found on any device of this kind.

For instance, there is a film regulator which supplies a long-felt want. Moreover, the machines have been arranged to be operated with dry cell batteries. Another thing Mr. Marks is to be congratulated on is the fact that the Keystone Mfg. Co. have installed their own laboratories to develop their own films, in both the standard as well as the narrow underwriters' films.

Bobby Bend-Up.

Bend up, not shut up, and Bobby is not a person, as you might think, but a new creation of the Marks Bros. Co. It is a soft body doll, made to be cuddled by baby hands. The doll is made on a wire frame, and can be formed into numerous kinds of grotesque figures. It is filled with silk floss, of the finest material. The painted features are washable. The doll is made in six styles, to retail from 50c to one dollar.

Another item which has caused considerable comment is the game of Indoor and Outdoor Golf, an amusement for the entire family. It's loads more fun than the real game, and it is not such a strain on the vocabulary. The largest size is complete with several different styles of clubs or mashies, five holes (this sounds funny, but it's really a fact, as each hole is made of a steel disc), golf bags, real balls and a book of instructions (how to play, not what you think).

The last new feature is a carnival hat, which is a combination hat and horn. Then, of course, what display would be complete without the usual line of Jack-in-the-boxes.

More Fun than Painting.

You use a brush, but still you do not paint. What you do do is to sprinkle a powdered color on a picture, and stick it there with liquid paste. This is a Sprinklit, a new painting set, shown for the first time at the Fair, by R. W. Bacon, Inc., room 123, Imperial. The package itself is a dream in its simplicity. Each box contains five tubes of different powdered paints and nine copies of drawings, made by a well-known artist. Each of the pictures, when colored, is a gem in itself. This is the first time that so distinguished an artist has produced work for this class of trade.

Besides Sprinklet, Mr. Bacon is showing the Luthy High Art Chinaloid tea sets, which are non-combustible and non-breakable. These are just as dainty as they can be and attractively decorated with delicate flowers.

Lena from Palestina.

Resides now with the Zaiden Toy Works, Inc., room 127. According to reports, the shimmy dolls do not like Lena or her tribe much, because they attract too much attention.

Lena is one of a new line of fourteen-inch mechanical dolls, having metal shoes and hands, and which are practically unbreakable. All of them are gorgeously costumed. For instance, the Spanish Dancer, rich in the colors of Spain, moves around in a complete circle and shakes a tambourine, while the nurse girl rocks a baby to sleep.

Ming Toy and Madam Butterfly vie with each other in their oriental gesticulations, while the drummer girl and the flag girl would arouse anyone to a patriotic demonstration. Notwithstanding all this, the Hula Hula Girls keep hula-hulaing to the fore.

"My Doggie."

This is the title of the third in a series of die-cut books, profusely illustrated, that the Ideal Book Builders are offering the trade this season. This is in addition to the line of moving picture books of animals which won such favor last year.

Painting Fun is the title of a combination crayon and paint set which has been made to retail for one dollar.

The stencil outfits have been greatly improved by a variety of new designs and patterns. Those now included with the game are handsome enough to be used for decorating furniture, clothes and other articles for the children's nursery. A combination stencil outfit has both the crayon and the paints.

The Animal Set Ups are very jolly. They are made of twelve-ply, enamel board and printed in gay colors. The parts fit and hold together, no pins or tacks are used.

Iceless Icicles.

Sounds like a riddle and all those sort of things, but it is the truth nevertheless, for the only icicles made by the Mutual Novelty Mfg. Co. are of silver ribbon. Right beautiful they are, too. Some are faced with green, while others are combined with red, making a truly pleasing Christmas tree decoration.

And, if the weather man does not bring enough snow for the youngsters you can order it by the pound or the ton from Mr. C. W. Arnum. By the way, he also has a new wrapping paper for the holiday gifts. It is made of silver metal, carelessly besprinkled with holly. It makes up a nice looking package.

Bells and More Bells.

It's a bell-like room the Gottlieb Paper Products have at the Toy Fair—bell-like because the first thing which greets the eye are festoons of fairy-like bells of all colors and sizes. Wedding bells and Christmas bells mingle with the rollicking bells of Hallowe'en

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and with them sway the blue and red bells and the tri-color bells from the smallest sizes up to the very largest.

This is the first time this firm has exhibited at the Imperial. We hope they will become a member of the old guard and show every year hereafter.

Besides bills, they have garlands, streamers, serpentines and confetti. The latter is packed in roll packages or flat packages for small consumption.

General Phonograph Co.

Come along the corridors of the second floor at any time of the day and one hears strains of opera, the latest jazz, or the melodies of childhood—you know, all about Miss Jennie Jones, or the three little kitties. Upon investigation, one discovers the genial Homer Stevens busily demonstrating various models of phonographs.

The new model E possesses all the qualities of a high-priced machine. It plays all disc records because of the Artois reproducer with which it is equipped. It is a full-sized machine, width 14½ inches, height 9 inches and weight 15½ pounds.

The Baby Cabinets and even the small machines have high-grade sound boxes that give a wonderfully clear reproduction. The cabinet phonographs are finished in mahogany or ivory with artistic designs.

Buddie Acrobats.

The new acrobatic clowns of the Chicago Ferrule & Nut Company are quite unusual. They do queer tricks on top of a stick, and at the will of the proud youngster. Press the spring and clown number one does a tumblesault. Press it again, clown number two springs upward and commences the performance.

The clown bicycle rider is another all metal toy in merry colors. Another pull toy is a wagon with two horses. The entire thing is metal, of fair thickness, yet light in weight. The front wheel axle is on a swivel and turns readily.

Most interesting of all is the fact that a boy can stand on the wagon without breaking it. Moreover, the enamel will not chip, crack or mar in any way. The wheels are arc wheels. The idea of unbreakable toys is carried out into steel furniture for miss dolly.

"Well, Well, Well."

We know now why Max Dryer of the American Colortype Co. is so joyful. He has two good reasons for being in such a happy state of mind. One is he has an unusually large and tempting array of splendidly colored Christmas tags, seals, enclosure cards, as well as handsomely illustrated Christmas post cards. The other is a more private matter, and relates to the recent addition to his family.

The Fold-a-way toys continue to be as popular as ever. These include the railroads, fire departments, steamships, garages and other items of interest to the boy and girl. The paper dolls and cut-outs are made to retail from ten cents to twenty-five cents. The doll furniture still remains a serious problem for the young mother, and consequently to meet her demands new numbers of this have been made.

Gifts that Grow.

The Hy-Sil Mfg. Co., room 227, have many new and ingenious ways of dressing up their Narcissus Bulb gifts. One very inviting selection is a round dish of delf blue, ornamented with roses. Another bowl is quaintly decorated with narcissi in a slightly conventional design. All the colors are soft and subdued. The box containers are gotten up in excellent taste.

This year the tinsel ribbon is made in all widths and holiday colors. It is exceptionally strong and well made. The most pleasing combinations are the red and gold, green and gold. The broad tinsel ribbon is edged with red or green and is a wonderful addition to any Christmas package.

The multi-colored cord is proving very popular. The cords and tinsel ribbons are furnished in neat counter cabinets.

Your Morning Jouncing.

Jouncing is good for your health. If you sleep badly, Jounce yourself every morning with a Pogo stick. After sundry pogoings, you still sleep badly, pogo until you fall asleep. It works either way—it will help you reduce or regain, whichever you desire. Unfortunately, most of us want to lose, and until somebody writes the editor that they have lost all their fleshy ripples we will postpone the Fat Women's Pogo Club. (Candidly and privately, we are just dying to try it as a short route to a perfect 36.)

The Pogo Company is making some remarkable demonstrations with this animated stick, which is first cousin to the old jumping stick, and related by marriage to stilts. According to reports and pictures decorating the walls of 211, most of the notables of New York and elsewhere have been cured of all ills, from headaches to bunions. This being the case, how about a popular subscription to donate one to old John D. to cure his dyspepsia?

The pogo stick has foot rests on either side of it, a coil spring through the center and a shock absorber on the lower end. Jump and the stick does the rest.

The Monkey on the String.

The Lindstrom Tool and Toy Co. have monkeys on the string that are as agile as those who swing happily through the trees in their native jungle. These metal monkeys run nimbly up and down by just pulling one end of the cord. This is due to a new motor which works very easily. Bright colors are used to make the toy more pleasing.

Besides this item, the spinning top calls for attention. This is now made in three sizes. The mechanical automobiles can be had in five different numbers. The trade is already acquainted with the good features embodied in their construction.

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One Dot and Two Dashes.

The Pennsylvania Manufacturing Company, makers of the Toity Toys, have a new, miniature wireless toy, which enables the little tad to learn the Morse code in the easiest manner. It makes a real clickity click like its prototype. Another toy that will please the kiddies is the dollies' merry-go-round, enameled in the loveliest soft shades and with the cutest little seats for the tiny passengers.

A radical departure for this company is their branching into the manufacture of juvenile furniture. We must frankly confess, though, we have never seen anything with quite so much individuality as their merchandise. For example, a clothes tree for mother's darling is a graceful stork, sprouting tiny hooks instead of wings. The art-craft settee and table for baby half-past two would cause any child's heart to trill with delight; so, too, would the chair with the grotesque cat arching its back on each side as an arm rest.

See-saw, Margery Daw.

That's what the children will say when playing on the teeter-go-round of the Metallic Industries, Inc., room 427, Imperial. This device, for instance, is a combination of the teeter totter and a merry-go-round. It is made of eleven gauge band steel, enameled in a beautiful sky blue and furnished with a nickel-plated seat on each for the comfort of the see-sawer. It is an ideal plaything for the youngster. As the length is six feet overall, it will fit in the nursery as well as serving for outdoor purposes.

The nursery swing likewise is made of steel and is collapsible. Being easily portable, it can be carried on the running board of any car and father can take the swing for the babies out to the camp.

The Speed-o-way is a car on the order of a velocipede with a long wheelbase and round-backed seat. The weight of the child's body thrown from one side to the other guides the vehicle.

The pedal car is all-steel constructed and works like a velocipede also. The wheels are steel disc, rubber-tired.

Judy & John, from Jazzbooland.

Jazzbooland, otherwise known as the studios of the Rees-Davis Toy Co., is where Judy and John originated, due to the genius of Miss Davis, who is responsible for many artistic and lovable dolls in the past. Judy and John are wire dolls with stuffed bodies and highly painted faces, resembling manniquins more than anything else, unlike any other dolls seen at the fair this year. They sit and gaze languishingly into each other's face, while Pierre and Pierrot and clowns dance gaily around them. All the costumes are extraordinarily beautiful.

Mother goose series of dolls is another new number. Most pleasing of all is Curly-locks and the three bears, all with voices. Such dolls are sold in the sets.

Right along side of Sally Jane, from Rag-doll alley, is the gingham dog and the calico cat, soft cuddlesome little beasties that will walk right in and take possession of baby's heart.

Washing Done on Tuesday Only.

That is the order of Madam, mother of Miss A-Doll, who refuses to have the dollhouse lawn strung with wash throughout the week. It is an easy rule to follow, when the house is furnished with one of the Jefferson Electric Mfg. Co. (room 442) toy washing machines, known as the "Jiffy-Jeff."

This year the machine has a new and improved motor. Besides, perhaps most interesting, is the fact that the price is greatly reduced.

They are also sponsors for a new number of transformer. This has been devised to take care of a large play room, where the boy has more than one electrical toy which he wishes to use.

Grandmother's Dressing Table.

When visiting grandma's when a tad, do you remember the big, old-fashioned dresser, with the two large drawers perched on either side on the mirror. Mr. Cole, of A. S. Payne Co., Inc., has taken this idea and worked it out into a handsome piece of juvenile furniture. He has enhanced its beauty by using only one or two drawers.

All his furniture this year is finished in ivory white. One of the most elaborate and carefully designed pieces is a vanity dresser with the cutest table chair for lady dolly. A larger number is a chest of drawers. All the articles are exceedingly well made.

The Ten Pin King's Latest.

Mr. I. C. Bradley, of C. E. Bradley Co., of Brattleboro, Vt., has marched down to the Fair this year with an enormous array of ten pins, and such ten pins! Glossy enamels of pale pinks, pure white and delicate blues, some ornamented with flag designs, while others boast of a soaring eagle. There are five numbers of each and five numbers of the assorted.

He has sprung a new idea in an animated wooden pull toy. The animal hinges in the middle of a platform on wheels. The front end of the dog or rabbit, whichever it may be, rests on a small wooden block. As the wheels turn, this tiny block revolves and keeps bobbing the toy up and down. There is nothing to get out of order, and, as the colors are finished in a vivid enamel, they are bound to be a big hit.

Another pull toy is a prancing gray horse with red saddle, harness, with the necessary stirrups, which will hold any chubby baby boy, and which is made to retail for ninety-eight cents. The horse is well made and will give service.

Jumping ropes in boxes, a highly colored bowling alley game, are two other new numbers. A new idea in the way of quoits has also been worked out. The box containing the poles and the rings is so made that each half serves as the base stand for the pole when playing the game.

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Honk! Honk! Honk!

Here it comes, the miniature roadster with a real engine, having a revolving fan to keep it cool. Junior's car is the exact replica of daddy's; so no wonder T. M. Vaughan, of the McLaren-Sleight Corp., is so enormously proud of it. The car is 66 inches long, beautifully upholstered, the hood lifts up to inspect the engine in case of trouble. Besides the speedometer, it is equipped with gears, although operated by foot pedals. Moreover, there is a rear compartment where the youthful driver can keep his tools.

Aside from this, there is a large display of the Kay-Dee Car, which now is provided with nickel-plated disc wheels and heavy oversize rubber tires. There is also a multipled geared pedal car, unusually handsome as to color and finish. The pull wagons are of the same excellent workmanship and quality that distinguishes this line.

A Light for a Dark Night.

Bastian Bros. demonstrate in a practical way how readily celluloid can be adapted for all kinds of unusual small novelties. They are showing two forms of favors in the shape of celluloid lanterns. One is square and the other is the old-fashioned round type, so much in vogue in the latter part of the eighteenth century.

Another favor novelty is a small bowl for the juice of the grape (fermented preferred). Perhaps the idea is to bring back fond recollections. They have also a propeller pin wheel, the slightest movement of which causes it to spin around and around. These pin wheels are made in two sizes and a variety of colors. A blow wheel, something like a pipe with a pinwheel circulating around an upright, is also intended to afford amusement for the kiddies. Of course, no exhibit would be complete without umbrellas, rattles, memo books and sundry other celluloid articles.

The Pun Gee Doll.

No, it is not made of silk, as you might suppose, but in fact a rubber sponge doll, and is the creation of the Miller Rubber Co. This soft, squeezable joy comes in a regular family of five—Patsy, Polly, Junior, Pa and Ma.

The rubber balls made by this concern are in a class by themselves. The educational ball has all the letters of the alphabet, the numbers, and all the birds of the air, animals and perhaps the fish of the sea. The marbleized ball, as well as the fancy colored decorated balls are made with colors that will not wash or rub off. Particular attention is called to the fact that all designs are permanent, as they are inlaid on the ball.

Dolls, Dolls, Dolls.

Did you say you were interested in dolls? Then step right this way to room 247, Imperial, occupied by E. Goldberger, who specializes in a line of popular priced stuffed dolls. It is really a remarkably fine array of well dressed dolls, with wood pulp heads, stuffed bodies, composition hands and feet. Some of the dolls have painted hair, while others boast of mohair wigs in assorted colors.

And, last but not least, the mamma dolls are just as cunning as they can be. Perhaps the best number is the baby doll, dressed in an attractive angora suit of blue, banded with white.

Hesslein Sons, Inc.

Tool chests for boys, or, rather, the amateur carpenters, is the main line of this concern in room 242, Imperial, and a mighty good line it is, too. This year the smaller chests made of selected lumber stained mission green and highly varnished, are more complete with regard to tools.

Wall racks and practical tool cabinets continue to be in as strong a demand as ever. In addition to chests, Mr. Hardy Hesslein is justifiably proud of his new telephone tables with stools.

The Drawing Master.

The Burdette-Murray Co., room 437, at the Imperial, are responsible for one of the finest educational outfits of the day. This is the Drawing Master, which instructs, educates and creates in a child's mind a desire to draw. While teaching them the sense of proportion, coloring and shading, it also teaches them to concentrate. By means of a pantagraph the child is enabled to reproduce pictures taken from any book or magazine, also maps and designs, and enlarge them to several times their original size. It can be used by any child five years of age or over.

These educational series are substantially made, beautifully finished, light in weight and easily handled. Besides the pantagraph, they are supplied with the necessary materials with which to draw, color, shade, etc. Every child who becomes an owner of one of this educational series, automatically becomes a member of the Drawing Master club. Contests are held monthly and prizes awarded for the best pictures drawn. Moreover, the club magazine is mailed to each child monthly, together with copies of pictures by the best artists and cartoonists.

The Big Six Baseball Game.

This game, marketed by the Piroxloid Co., is the game of Christy Mathewson. It has been perfected to such a point that it is played just as real baseball is played. It has been methodically figured out and scientifically brought into form.

The principles of Bix Six are exactly those of the national game. The same rules govern the players, and to all intent and purposes one may be replaying one of the world series. The same situations arise and the same unforeseen elements enter into the game, making it exceptionally exciting and interesting. This game has the unqualified endorsement of ball players, sporting editors and other authorities on the game. A bust of Mathewson, made by Gertrude Boyle, in 1916-1917, adorns the room.

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Notes on New York Toy Fair

YOUNGEST DEMONSTRATOR AT THE FAIR

Mary K. Hibner, a New York City lassie, three years old, is without doubt the youngest demonstrator at the Toy Fair. She is helping her uncle, Mr. Hibner, sell the Chummy. Rather her uncle is helping her, for she seems to really make the sale and he merely quotes the price and writes the order.

As an example of this, two big buyers were walking down the



hall on first tour of inspection, just peeking into rooms. They saw Mary K. driving her Chummy along the hall and walked right over to the Chummy room full of interest, to investigate the prices, etc., on Chummy. Mary K. seems never to tire of riding the Chummy and always has an audience.

Chummy for 1922 is made with highly finished, pressed steel, nickle-plated chain guard and finely nickled sprocket. As Mr. Hibner expressed it, it is artistically finished throughout, and compares favorably with the high priced bicycle in point of finish.

This improved 1922 Chummy is priced much less than the 1921 model and is even more attractive. A number of buyers who bought Chummys when they were put on the market last October have reordered at the Toy Fair for immediate delivery.

Chummy requires no pushing or kicking to set it in motion. By the mere downward pressure of the foot upon the return-action pedal, the Chummy glides off gracefully under the weight of its driver, with greatest ease and the least exertion. As Chummy attains a desired speed, pedaling may be stopped and the delights of coasting enjoyed.

Mama Dolls in Five Sizes.

The well-known firm of E. Goldberger, 465-469 West Broadway, New York, is manufacturing a wonderful line of Mama walking dolls in five different sizes, especially priced for large jobbers. This firm has recently added an important department, consisting of a well selected line of dolls, dressed, jointed and with kid bodies, and a complete line of mechanical toys of all descriptions. They have a large stock for immediate delivery. The import department is under the sole charge of M. F. Oppenheim, who is well known to most buyers. Their complete line of both imported and domestic toys will be shown at the Morrison Hotel during the Toy fair in April.

Three new Republic toys are shown by the Republic Tool Products Co., of Dayton, Ohio, at the Imperial. They are: a Hook and Ladder, Chemical Truck, and Delivery Van. A feature of their toys is the gear momentum which was patented November 1, 1921. It has but one fly wheel. All parts and gears are enclosed in a neat metal case, insuring perfect safety.

The feature of the exhibit of the Utica Toy & Novelty Co., of Utica, N. Y., is the line of doll houses. These are made of composition board handsomely finished and fitted with handsome doll house furniture. These houses have some very ingenious knock down features. This company also shows wooden toy trucks of various styles.

The Joy Boy Line, made by the Universal Toy & Novelty Co., of Oak Park, Ill., has a number of new numbers. In the Rabbit Chase, a dog is made to chase a rabbit, both being fastened to a stick which is attached to a wheel to be pushed along the floor. In the Stork Cradle, the stork's head nods when the cradle rocks. In the Derby the two racers ride like lightning when the little child pulls the toy along on its four wheels.

The Kohl-Thomas Company of Chicago, Ill., is specializing on a few lines of wooden furniture to get volume on certain lines in order to sell at reasonable prices. They are showing doll beds, children's desks, doll high chairs and nursery chairs.

U-Build-'Em Windmills are one of the new features of the Ohio Art Company, of Bryan, Ohio, exhibited at the Imperial. They are made of galvanized iron, come knocked down in an attractive carton. After the boy has built his windmill, it stands 15 inches high. Sand pails and shovels are also shown as new items this year. The lithographed tea sets are priced at about one-half of last year's prices, says General Manager H. S. Winzeler.

The Magnetic Ten Up (automatic 10 pin games) are shown by the Lloyd Toy Company, of Minneapolis, Minn. In this the pins are automatically set up by means of permanent magnets imbedded in the playing surfaces. This is worked out very ingeniously. The game has 4½ feet of playing surface length.

A Sedan touring car, Sedan coupe and sport car are new items of the Scheible Toy & Novelty Company. These Sedans come equipped with green sun shade and front bumpers. List prices are reduced from 1921 list.

Generous price reductions and new diagrams are the features of the exhibit of John Lloyd Wright, Inc., of Chicago, makers of the Lincoln Logs. With these little "logs" the child can build houses, stores, school houses railroad stations, etc. The book of instructions for this year shows many new possibilities of construction with the Lincoln Logs. Roofs of fiber are furnished for this year, which are lighter and in other ways superior to the wood roofs furnished last year. The sets which last year were $1.75 retailers are now $1.00 retailers.

This reduction is made possible because of greatly increased production facilities. Much time-saving machinery has been added, and the advantage is being passed on in reduced price.

T. D. Edwards has joined the sales force of the E. I. Horsman Aetna Doll Company. He was formerly with the A. C. Gilbert Co.

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TOY FAIR NOTES.

The Commercial Manufacturing and Pattern Works of Chicago is showing some new and attractive designs in juvenile furniture. The construction of their Dutch breakfast set is said to be copyrighted, and in both finish and general appearance this is a mighty fine item. An unusual and very pretty feature of some of their furniture is the mahogany finish used on drawers of some dressers and mahogany trimmings on some of their beds. This color contrasts artistically with the lighter colors of the rest of these pieces. In other pieces Dutch figures, birds, etc., are used as decorations in various color combinations.

The Henrikson Mfg. Co. of Chicago is showing a number of new comics such as The Gumps, etc., in their line of toy games. They show a number of attractive assortments of games to retail at 10c, 15c, 25c and a few at 50c.

The Doddy Walker walks them all. This little device is shown by the Hanley Toy & Novelty Co. of 20 E. Jackson boulevard, Chicago. With this little two-wheeled contrivance the little girl can make her doll or teddy bear walk about like a human being.

The New Danditoy is a popular priced transformer for operation of small apparatus. Its feature is its lower price and the fact that it operates smaller apparatus than the other transformers in its line. It is made by The Thordarson Electric Mfg. Co., Chicago.

"The $1.00 phonograph," shown by The Van Toy Co. of Cleveland, is attractive not only because of its price, although this is certainly attractive enough. With it no needle is required and the parent can let the child play it and play with it to its heart's content without worry or fear of its breaking an expensive piece of furniture.

The Winner Roller Cycle and the Winner Ice Cycle are two outdoor toys shown by the Kokomo Specialties Mfg. Co., of Kokomo, Ind. The former is furnished with ball bearing wheels, safety stop and swivel joint, while the latter is furnished with non-skid runners, foot clip and swivel joint. The Ice Cycle is said to be the only toy of its kind on the market.

The Aladdin Blocks permit the boy to build a house in various styles of architecture. The blocks and roofings are notched and slotted so that a sturdy structure can be builded and torn down repeatedly. They are made in Grand Rapids, Mich.

The Benjamin Electric Company is an old manufacturer of enamel tops for kitchen cabinets, etc. This year they are showing a child's table and chair set in which enamel construction is used. They also show their Crysteel Porcelain Enamel Table Tops. These items are big brothers of the child's line which they are showing.

Items to retail from 10c to $1.50 were shown by Con F. Drees Mfg. Co., of Covington, Ohio. Their red metal wheel toys have been improved and radically reduced in price over a year ago's prices.

The Madmar Quality Company, of Utica, N. Y., have a room full of eye-catching toys. In addition to their map and picture puzzles and games, they are showing electric motors, furniture sets and animal toys.

"A lot for 25c" might be the title of the exhibit of All Metal Products Co., Wyandotte, Mich. They are showing a well-made, rust-proof pop gun that retails for a quarter. They also show a slightly higher priced automatic break gun, which is a big all-year seller.

The Phoenix Doll Company of New York City has moved to a new location at 134 Spring street, where they now occupy space about five times as big as their former factory. They are one of the largest manufacturers of kewpie dolls.

Mr. Siebert, formerly with the Children's Vehicle Company, has a magnificent display of wicker and reed doll carriages, as well as baby carriages in the writing room. This new firm are making some remarkably beautiful numbers. In addition to the above, they have fiber doll carts, steel doll carts, and children's vehicles, such as the Arrow Cycles and the Bunny Kars. It is another case of maximum quality at minimum price.

The Selrite Products, Inc., are justly proud of their new mechanical toy. It is so full of action. Wind the spring and the batter stands ready to swat the pill. Due to a mechanical contrivance, the balls automatically appear at the top of a post. Bang! and the ball sails clean across the room.

AT THE BUSH TERMINAL BUILDING.

Mr. J. C. Groshut, who is in charge of the toy and house furnishing division of the Bush Terminal Sales Building, is very happy over the fine showing of representative firms who have installed exhibits for the 1922 Toy Fair, the majority of whom will continue throughout the year.

The very convenient location of the building, the fine quarters which it affords its tenants, and the large amount of publicity that the building has received not only in the United States, but in foreign countries is all favorable to the selling opportunities which the tenants of the building enjoy.

The Bush Terminal Sales Building as a source of supply in these lines is brought favorably and forcibly to the attention of the trade by Messrs. Geo. A. Keeneth, M. E. Mechner and J. L. Pulaski, who cover very thoroughly the territory east of Pittsburgh and north of Virginia, stirring up interest in the best class of trade for the Bush building tenants.

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McLOUGHLIN BROS, Inc.
Toy Books and Children's Classics

The Complete Line—

for years recognized as providing the greatest values obtainable in

Lithographed Toy Books
Linen Books
Mother Goose Books

Easy-to-Read—Big Type Editions
Young Folks Library of Standard Classics

The McLoughlin Line of books has always been remarkable for its great variety of subjects and titles, the excellence of its literary style, its fine art work and colored plates, its high quality of printing and binding.

Its list of titles includes all the standard classics of the child world—Mother Goose rhymes, nursery tales, A B C books, Nature stories, all beautifully illustrated with artistic colored plates and black and white pictures from drawings by famous artists.

The McLoughlin Line covers every department of the boy book trade. It ranges in price from 5c A B C books to fine gift editions at $3.00—more than 500 titles. No other line approaches it in variety, quality and quick-selling attractiveness. Be sure and see this season's samples before placing your order.

McLOUGHLIN BROS., Inc.
SPRINGFIELD, MASS.
New York: 221 Fourth Avenue

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BRADLEY'S GAMES—1922

The Source of Supply for a Complete Game Department

The Bradley Line for 1922—improved and enlarged, combining two big lines in one—offers the greatest variety of excellent games shown by any manufacturers in the world. An experience of more than sixty years has taught the secret of producing the kind of games that children want—the quality of merchandise that parents buy. The new items this year include

TOYS, PAINTS and
WATER COLOR BOXES,
COMBINATION GAMES AND PUZZLES

remarkable for their artistic labels and high grade of contents. In all staple games, such as

JACK STRAWS
LOTTO
OLD MAID
TIDDLEY WINKS
AUTHORS
READING AND SPELLING GAMES
KINDERGARTEN GAMES
DISSECTED MAPS
CHESS AND CHECKER BOARDS
RING TOSS GAMES
TARGET GAMES
TEN PINS
PAPER DOLLS

the Bradley editions are recognized as the biggest values and best selling numbers manufactured.

The Bradley Line for 1922 invites your inspection and comparison with any similar merchandise. If quality, attractiveness, quick selling and good profit features can convince you—you will insist upon having Bradley's—The World's Best Games.

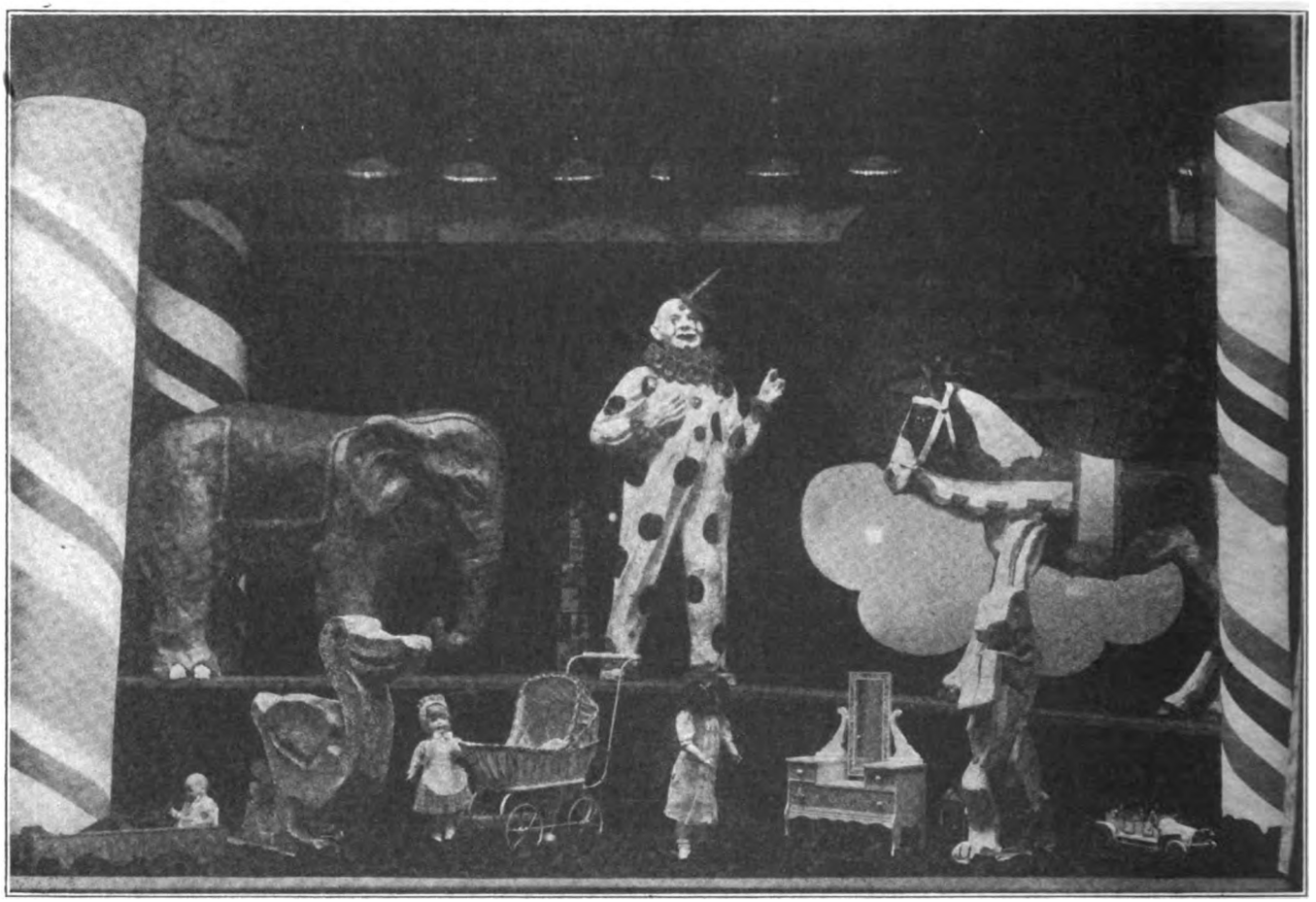
MILTON BRADLEY COMPANY, Springfield, Mass.

New York Office: 221 Fourth Ave., "On the Subway—One Block from Broadway"

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Teeter-Totter Toy Window

By Walter R. Lantaff for J. N. Adams & Co., Buffalo, New York.



MR. MOON fastened on the background with moving and electrically-lighted eyes looking at a life-size clown balancing on a teeter-totter with a pony and baby elephant made this window very attractive to the children.

The background was of solid black so that the yellow moon would show off in strong contrast. The teeter moved up and down, thus giving life and movement to the display.

The ends of the window were filled in with mammoth sticks of candy, one of them topped off with a clown's head.

A large, grotesque duck and a rabbit were posed in the foreground of the window. They had electrical winking eyes.

All of these decorative pieces were made out of papier mache.

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"ACTOMISTIC" METHODS OF MERCANDISING IN 1922

By Wm. L. Diemer, President of the American-National Co.

WE are all familiar with the optimist, we have had experience with the pessimist, but a new figure is arising on the 1922 merchandising horizon. A leading newspaper publisher's representative calls him the "actomist."

While the optimist opines about the rosy conditions which may come and the pessimist pesters us with the pitiable plight business has known, the actomist calmly looks over the situation, classifies the facts, and plans a course of profitable action.

Whether he is a manufacturer, jobber, dealer or salesman, "actmistic" methods of merchandising in 1922 will mean success in large measure. Notwithstanding today's slogan, "Sell the Goods," the actomist dealer uses care and judgment in buying his line. He studies the needs or wants of his community and makes his purchases accordingly. If his customers can afford to buy only the least expensive vehicles, then that is the kind he stocks. Should the majority of his customers prefer quality goods, high-grade vehicles predominate on his shelves. I am taking the case of a dealer in juvenile vehicles and other playthings for children, as typical. He knows that the proper stock must be bought before sales effort can be made most effective. The actomist dealer never confuses high-grade products with high prices; he sells the best quality he can, at the price his customers can afford to pay.

The actomist dealer in 1922, is going a step further. He is giving better value for the money than was before thought possible. He is not sacrificing reasonable profit in order to do this. He is simply using greater sales effort. Space in the local newspapers, used regularly, together with direct letters to customers or special lists, is bringing results that show up on the right side of his balance sheet.

If I may take an example close at home, the American-National Company having used every resource to produce juvenile vehicles which would live up to their trade-mark, "The American Line Beautiful, *built—not made*," decided that their efforts in 1922 should take the actomistic trend in merchandising. For some time, space in the various trade papers had been used to explain the merits of the line to dealers. Then a national advertising campaign was mapped out, covering the men's, women's and boys' fields.

A new note was struck in the appeal to the consumer, a 1922 actomistic note. "Raise the Kiddies on Wheels," was the suggestion in the national copy. Naturally we preferred to have Mr. and Mrs. Parent raise their kiddie on American vehicles, but this was subordinated to the main idea, which aimed to have the public buy juvenile vehicles for the good of the children.

Every other means of co-operating with the dealer was to be employed: newspaper advertisements, electrotypes, dealer posters, hangers, window cards, booklets. Such a complete campaign had never before been used in the juvenile vehicle line. It is for that reason that we feel justified in claiming to be actomistic.

Novel window displays, stunts and unique contests will all be a part of 1922 "actomistic" methods of merchandising. A fat man on the truss of a velocipede in the window; a window full of candy kisses borrowed from a neighboring confectioner, the number to be guessed and the displayed scooter given as prize to the kiddie coming nearest to the correct answer, or like unusual ideas used, will bring a greater volume of business with the attendant profits.

MAKES PLEA FOR ALL YEAR ROUND DEPARTMENTS

We are pleased to say we managed to best 1920 by a small margin. Our stock while slightly in excess of 1920 is in better shape than our 1920 stock. The toys in general sold well. To enumerate the good selling items would make up quite a list.

We are looking forward to doing a better business in 1922 for the reason that we intend putting forth greater efforts than ever before. Our plans for purchasing will no doubt be along conservative lines as last year. Imported toys sold very well. However, we do not anticiplate going in any heavier than we did last season.

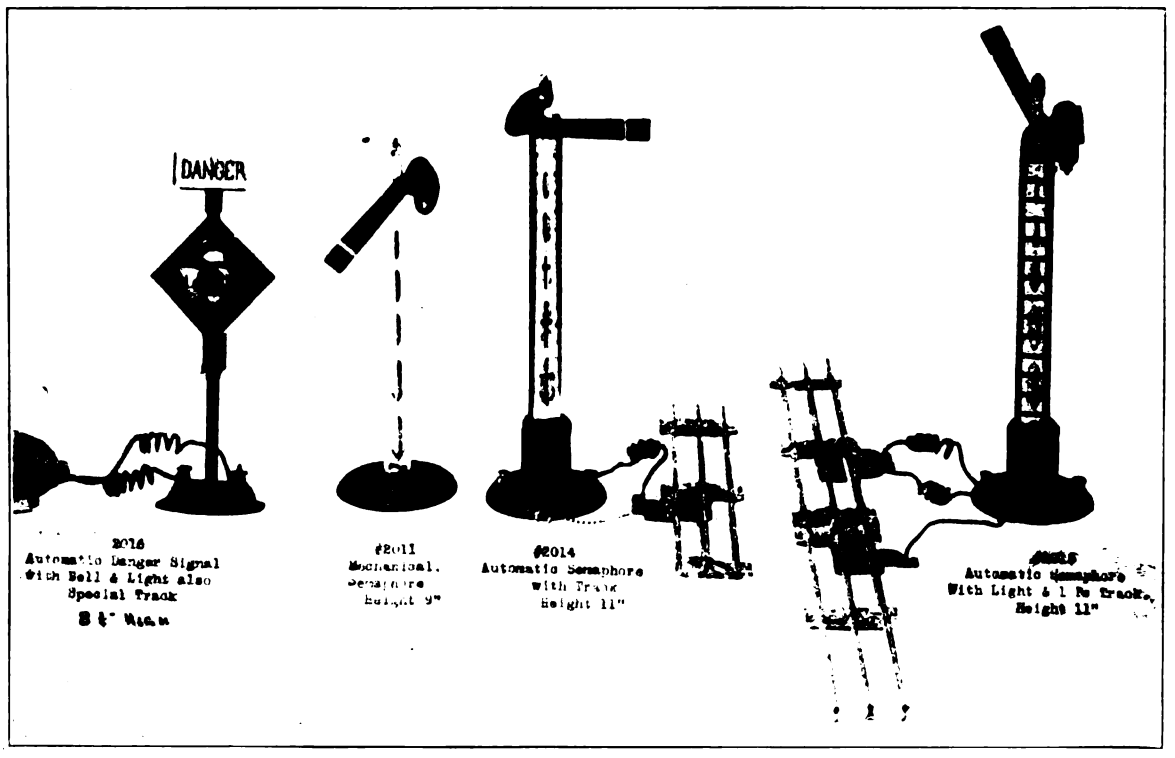
The writer has one suggestion to make, if it could be made in some way to work out satisfactorily, which I think would be beneficial to the concerns carrying toys twelve months of the year.

Due to the present general methods of manufacturers, anyone buying toys, and in some instances they would be in large quantities, they give no consideration to the year around departments that are trying to do business with a profit. At Christmas time when they should get the big end of the business they are compelled to put up with competition of furniture stores, who use toys as an advertisement to get people into the store, or hardware and dry goods stores that handle them in connection with their house furnishing departments or some other department. Their idea is not to make a profit but simply use toys as a holiday item to attract the crowds.

My belief is that the legitimate all year around departments that are featuring toys the year around in a big way, have made the toy business what it is today and have been a great help in developing the toy industry. For this reason believe that these concerns should be put on the same standing with the jobbers so that any extra percentage that the jobber is getting now would be shared by the year around departments, to be used to pay the expenses that they are under the ten months and which would enable them to meet this unfair competition during the Christmas rush.

This should be of vital importance to the manufacturers as it now is to the retail stores.—The Wm. Hengerer Co., C. W. Benzow, Buyer Toy Department, Buffalo, N. Y.

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Interesting New Equipment for Miniature Railroads

The American Flyer Manufacturing Co., of Chicago, has recently placed upon the market a number of new accessories for toy railroad systems which will do much to increase sales. These accessories consist of specially designed automatic semaphores, which operate electrically when the train passes over a given point, and a very ingenious automatic railroad crossing danger signal which rings a bell and lights a light automatically when the train approaches a crossing. Water tanks, telegraph poles, etc., complete the list.

Due to the tremendous success of its "Back Yard Railroad" campaign, this company has been able to push sales of miniature railroads during the summer months, a season hitherto dead for all dealers, and the demand for new and more elaborate equipment has come from the growth and expansion of this "Back Yard Railroad" idea among the small boys of the nation.

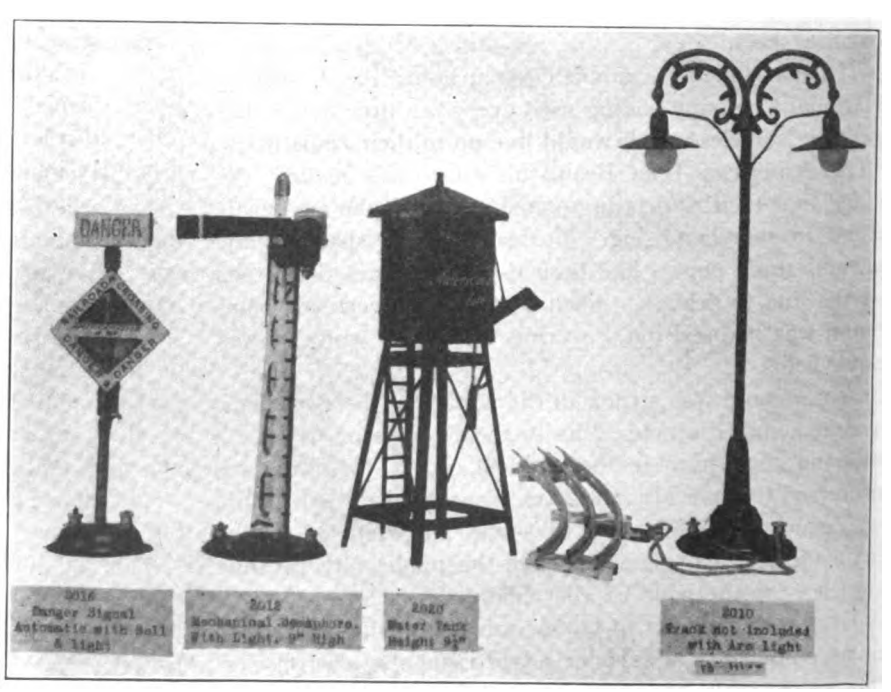
Many very elaborate and fine "Back Yard Systems" have already been built by boys during the vacation months, and even better systems will be built now that this new equipment adds zest to their construction. The American Flyer Company is promoting this plan by means of a nation-wide contest, widely advertised, where prizes will be awarded for the best, and indeed for *every* photograph submitted of each boy's "Back Yard Railroad."

The boys are also taught a lesson (unknown to them and consequently not resented) of the value of "safetyfirst", by means of these automatic safety devices, which are now a part of every complete American Flyer System. The trains themselves are also practically danger-proof, because of the new automatic "cut offs" and current reducers which are a part of the new American Flyer electric trains.

The educational features of this "Back Yard Railroad" contest cannot be ignored. A great deal of ingenuity and skill is called forth in the building of one of these systems. The boy learns how to build tunnels, bridge miniature lakes and rivers—encompass all manner of engineering difficulties which serve not only to instill respect, but perhaps lay the foundation for tomorrow's solution of the world's great engineering problems.

The new American Flyer trains have also been perfected in time to meet the summer "Back Yard Railroad" demand, and every indication seems to point toward something unheard of among toy men before—a booming business in the summer time.

Beggar—"Please give a poor old blind man a dime."
Beggee—"Why, you can see out of one eye!"
Beggar—"Well, then give me a nickel."—*Sun Dodger.*



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HOW TOY BALLOONS ARE MADE

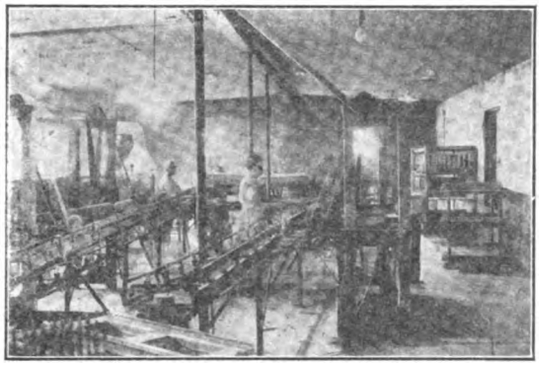
Interesting Descriptions of Elaborate Processes Contained in Pamphlet Issued by Anderson Rubber Co.

THE Anderson Rubber Co. have just issued a neat little catalogue of 24 pages, entitled "The Fruit of the Rubber Tree." The various processes in the making of rubber balloons are fully described and well illustrated. Each page is of interest to any one handling the products of this company.

The following excerpts from the pamphlet will give one a good idea of how rubber is converted into toy balloons, novelties, play balls and footballs:

From Tree to Toy

Crude rubber comes from many different countries and in various grades and sorts. In the main, however, the methods of gathering the rubber are quite the same in all places. The tree is tapped by making a perpendicular incision in the bark.



Conveying machinery speeds the work.

Lateral incisions are then made, extending from each side of the first named. The sap, a thick, milk-like liquid, flows slowly among these channels to a cup attached to the tree to receive it.

The sap coagulates rapidly and the complete curing into sheets, slabs or hams of crude rubber is facilitated by various methods of drying and smoking. In gathering wild rubber, the native Indians dry the coagulating sap by repeatedly dipping a stick into the liquid. Between each dipping the gathering mass on the end of the stick is held over a slow, smoking fire.

There is a wide range of prices for crude rubber. The Anderson Rubber Company buys and uses only the best.

In preparing rubber for the manufacture of toy balloons, the different colors are incorporated into the rubber through the milling process. This consists of forcing the colors into the pure rubber as it is worked between the heated rollers of a rubber mill.

Since the coloring ingredients become an integral part of the rubber itself no harm can come from them.

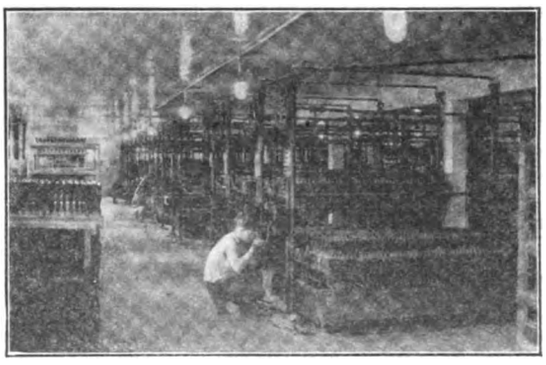
Improved Machinery

Such articles of rubber as balloons, gloves, etc., are made by the "dipping" process. By the use of solvents and mixing mills, the treated rubber is reduced to a liquid. Forms made of wood or porcelain are dipped into this solution, a coating of the liquid adheres and is then allowed to dry. A thicker coating of rubber is obtained by additional dippings.

Formerly this dipping was a hand process and some small factories still use that method. In either case the forms are assembled in frames made for the purpose. By the use of the dipping machines many forms are dipped at one time.

Much depends upon care and accuracy in the preparation of the rubber solution, and the subsequent dipping of the forms, if best results are to be obtained. Many years of experience have enabled the Anderson Rubber Company to place all of its many operations upon a basis of scientific exactness and a superior product is the reward.

From the dipping department, the frames of goods advance to the next stage of production in which "ring rollers" form, in



A section of the dipping room.

the still plastic rubber, a ring or band at the extremity of the stem of the balloon or balloon novelty. Conveyors then move the forms to the vulcanizers, where the rubber is cured. Two curing processes are in common use in most rubber factories. Some articles are vulcanized by being subjected to the action of live steam. For toy balloons the acid or cold cure is used. In the background of the factory view a vulcanizer can be seen with men waiting to receive the next lot of forms.

After vulcanization, special machinery removes the cured rubber from the forms. Other machinery of conveyors and spiral



Printing advertising balloons.

brushes cleanses the forms and applies a liquid treatment which prepares them for the next journey through the dipping tanks.

Every article of Anderson Rubber Company production is thoroughly inspected and tested and this is the first step after removal of cured goods from the forms. From the inspection department different products go different ways. Balloons for advertising purposes and those to receive picture impressions go to the printing division. Others receive additional treatment in different ways, depending on the object to be developed.

LOUIS KASSLER LEAVES FOR EUROPE.

Louis Kassler, toy buying member of Hitz, Jacobs & Kassler, left for Europe on February 18th for his first buying trip of this year. He will be gone eight weeks. He carries with him, among others, buying orders for three of the largest toy operators in the Middle West, who preferred to place their import orders on the basis of the complete line of samples shown by Hitz, Jacobs & Kassler, rather than take the trip themselves.

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NEW THING IN RUBBER BALLS

A vermilionized rubber ball, manufactured without paint or varnish, a novelty never before seen on the American market was announced recently by The Miller Rubber Company, Akron, Ohio. The new ball is a deep rich crimson red, the kind that is especially attractive to kids' eyes. It is both brilliant and non-fading, the kind of color that has only been approximated in rubber goods heretofore.

The new color is a significant triumph of American science. Vulcanized rubber may now be made in any shade or color ranging from the most delicate to the deepest and richest red and blues and purples.

Prior to the war few colors were made in the United States and American companies were absolutely dependent upon foreign sources for supplies. It was not long, however, before the textile industry had practically solved its color and dye problem. However, there was no solution in sight for the rubber maker who had the heat problem to deal with as well.

As a consequence, an addition to the research laboratories was established in the Miller factories to work out formulas for the colors most needed. Laboratory findings were tested in the factory. The whole effort at first was bent on duplicating or substituting foreign products.

In a few months the company was no longer dependent upon any foreign country for colors of its products. For the past year the research laboratory has been engaged in developing color combinations that hold under the action of sulphur at a temperature of 200° Fahrenheit. The vermilionized ball is the last color to be perfected.

KUMFY KAB ADDS NEW LINES.

The Kumfy Kab Company of La Porte, Ind., is showing a new line of velocipedes, doll buggies and baby carriages at the Imperial Hotel. This company is an out-growth of the Walter & Brown Co., makers of sulkies.

Their line of velocipedes—the Red Head Line—has an important feature, the quick set-up device attached to the rear of backbone. This holds the back wheels onto the axle without the use of nuts or bolts. The makers say that this prevents the wheels' coming off or tightening up as is sometimes the case with the use of bolts. The Red Heads are built in three sizes of three grades, nine in all, for any age. The three grades are of three colors: black for the low priced, red for the medium, and blue for the ball bearing line, which is highest priced.

Wayne W. Breed, sales and manufacturing manager, was for 12 years in the sales and factory departments of Toledo factories, making juvenile wheel goods. In the middle of September, 1921, he began his connection with the Kumfy Cab Company and has built their new lines. He reports that they had the largest market in their history at the Chicago Furniture Market this January.

Chas. H. Carroll is in charge of their Chicago sales office, located at 1319 S. Michigan Ave. He was at one time with the American-National Company of Toledo, and later sales manager of the Chicago Toy Co. On January 1, 1920, he became president of the Carroll Toy Co. of Chicago, makers of baby cribs. On October 1, 1921, this company was associated with the Kumfy Kab Company. Mr. Carroll is at the Imperial helping show the Kumfy line.

Among the salesmen of the Kumfy Kab Company are Leroy Bosserman, Los Angeles; Charles H. Carroll, California; Metz, Chicago; Arnold Menkes, Ohio and Western New York; Earnest Esberg, Indiana and Michigan; Maurice Lahey, North and South Dakota and Wisconsin; W. H. Anderson, Denver; G. H. McFarlin, Massachusetts; James Miller, Pennsylvania and West Virginia; Geo. Olmstead, Illinois; A. E. Kunze, Iowa, Kansas and Nebraska; W. E. Thomas, the South; W. J. McCandless, El Paso, Texas; Mortimer Falk, Seattle, Washington; A. M. Rich, Baltimore.

GOULD CO. BACK TO PRE-WAR PRICES.

The Gould Mfg. Co., of Oshkosh, Wis., has just issued a new catalogue which is exceedingly attractive. The cover is printed in nine colors and is of the poster style art. The toys illustrated are printed in four colors, which displays them very effectively and just as they are made up for sale. All the standard toys of this firm, such as the Horsie-Toddler, Gould's Toddler and Waggie-Toddler, are equipped this year with rubber tires. They also have a large size coaster wagon, with ball bearings which comes with both rubber and steel tires. They are bringing out a new item in a popular priced Shoo Fly and also a new velocipede type vehicle known as the Pedicar. Prices as quoted in the new catalogue are lower than at any time since the firm started. They are making toys from material at pre-war prices.

HILL STANDARD OUT-DOOR EQUIPMENT

The Hill Standard Co. have recently issued a 48-page catalogue devoted to their "Fun Full" Playground Equipment line. It is a most complete exposition of the many items made by the firm which may be used on public or private playgrounds. The line consists of ball bearing giant swings, "ocean waves", merry-go-rounds, single and double coasters, slides, spiral slides, horizontal ladders, sea-saws, out-door gymnasiums, and all kinds of special devices for developing the muscles and the spirits of young America. Seldom have we seen a catalogue so full of the out-of-doors fun as this one of the Hill Standard Company. It is beautifully illustrated and finely printed.

WALTER WILL REPEAT HIS "STUNT."

Walter Fleischaker's innovation of last year will be repeated this year at the Morrison Hotel. A green ribbon leading from the lobby to the show room will be in evidence. It will only be necessary to follow it to reach Parlor L, without assistance or direction. Visitors unacquainted with the lay of the hotel, will thereby find little difficulty in locating the display.

The EFFANBEE line will be complete in every detail and among the novelties on display, will be a number of dolls that say "Mama" and "Papa." The line of crying dolls and Mama dolls is unusually good this year, and the dresses of all the dolls are entirely new. The doll with the human voice, by which EFFANBEE Mama dolls are also known, is particularly well chosen, as the words which the dolls enunciate are clear and distinct.

KIRK-LATTY MANUFACTURING CO.

The Cleveland Line of children's vehicles made by Kirk-Latty Manufacturing Co., of Cleveland, is being shown at the rooms of A. S. Ferguson Co., New York. A new racing model auto is shown fully equipped with spark and gas control, gas tank and shift lever. Stop signals are on several of the models; a very late innovation.

Their new Midget velocipede is a new junior velocipede for children up to 2 years old; strongly built, entirely original in design. It is similar to a velocipede, 11 inches high, rubber tired, with regular velocipede handle-bars.

A new Cleveland item is the Hercules line of velocipedes, a De Luxe line. Mr. Gibbons says, it might have been called the Blue Ribbon line, because of its high quality. These velocipedes have highly nickled forks, rubber grips, 1-inch tires, frame finished in blue. Frame made of channel steel.

The striping and general finish of all vehicles is entirely new this year.

The construction and finish of this line places it among the leaders.

She Knew

"Why is your wife so jealous of your typist?"

"Well, you see, my wife used to be my typist!"—*London Mail.*

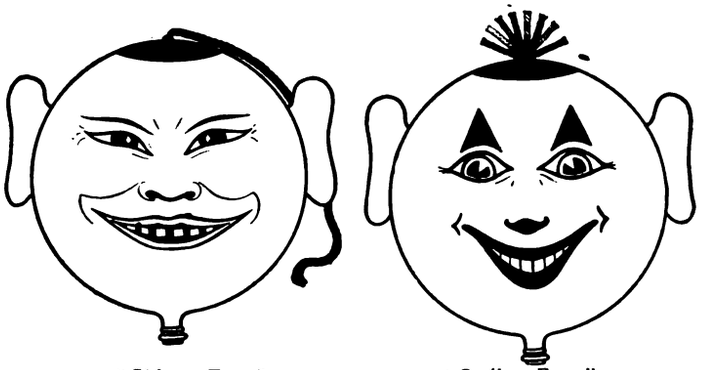
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GREGORY "FUNNY-B'LOONS."

A new series of novelty toy balloons has just been put on the market by The Gregory Rubber Company of Akron, which they call "FUNNY-B'LOONS."

These balloons are printed with faces and have cloth ears attached which stand out when the balloon is inflated, giving quite a grotesque appearance.

Two numbers are being offered now and others will be added



"Chiney Face." *"Smiley Face."*

to the line later. One is printed to represent a Chinaman with a cue made of black yarn. The other is printed with a clown face and has a top knot of vari-colored yarn. The first is called "Chiney Face" and the other one "Smiley Face." Patents have been applied for.

The trade which has already tried out these new novelty balloons report that they are very popular and the sales possibilities seem to be great.

THE TINY TOTER.

The Tiny Toter illustrated on this page was invented by a mother who felt the need of a lightweight, collapsible vehicle for pulling the baby on trips down town or on visits. Up to the present time the collapsible sulky has been the best for this purpose.

The Tiny Toter weighs about one-fifth as much and is said to retail at about one-third the price of the sulky. It can be easily folded into small space for putting in the automobile or carrying in the street car.

Safety is one of the big features. The wheels are small and the Toter will not upset, so say the manufacturers.



One of its strong features is that it can be folded so quickly and into such small space, and is so light in weight that the mother can easily carry it about. This makes it especially attractive for women who are shopping or traveling about on trains or street cars.

Another feature is when the baby grows to the walking age, certain simple changes can be made so that the Toter becomes a wheel toy similar to a scooter—a really joy-giver to the child.

Mr. Filbert says that the Tiny Toter is a fine all-year seller, as evidenced by a recent week's business. He especially emphasizes the fact that now when people are in the saving mood, they are attracted by the low price compared to the regular collapsible sulky.

The manufacturers began the sale of it in their home town late last fall, and were more than pleased with the way the Toter moved off the dealers' counters. Most of the stores place it in their toy departments, classifying it as a toy vehicle. It is made by the Filbert-Greer Manufacturing Company of Dayton, Ohio.

Roll-I-Rocs.

The Roll-I-Rocs, which are shown in room 426 at the Imperial, are a development from a copyrighted newspaper feature into a big selling toy. They are rocking cut out toys for kiddies, made of heavy cardboard printed with the Kalasign Paint Process, giving wonderful effects, resembling inlaid wood. Two sizes are shown, retailing at 10c and 15c, with many subjects and fetching designs.

They are put up, one flat piece in an envelope-container, requiring no wrapping and easy to carry home. The kiddies simply bend them and set them up—no cutting necessary.

Roll-I-Rocs are designed by Ralph Horton, the great newspaper artist, and are running or will soon run in the Sunday colored features of many of the leading metropolitan newspapers. This will advertise the name and the subjects and make the beautiful cardboard products a big seller. They are marketed by The Roll-I-Rocs, of the Prospect-Fourth Bldg., Cleveland, Ohio.

NEW PRICES ON DAISY WATER PISTOLS SPEED UP SALES

One of the most popular playthings that appeal to boys is the Daisy water pistol. This interesting toy is a perfect replica of a real automatic, with the important difference that it shoots water instead of bullets. Unlike many trashy articles in the toy pistol class, this pistol has always been exceptionally well made and is notable for its smooth mechanical operation. For the past few years, it has been necessary to sell them at the retail price of 50 cents for the single-shot model, and $1.00 for the 5-shot repeater.

Beginning with January 1, 1922, the prices have been reduced so that they can be sold at 25 and 50 cents retail. Already a greatly increased sale on this popular novelty is reported, and the new prices make it one of the most attractive items a dealer can put on his counter.

The remarkable success of the Daisy water pistol has led various manufacturers to attempt the sale of imitations. The Daisy Manufacturing Company of Plymouth, Michigan, who make the Daisy water pistol in addition to the famous line of Daisy air rifles, have recently been compelled to protect their rights in the matter, and have obtained a decree against Ray Arden (Inc.), Freeport, L. I., and the Mohawk Metal Toy Company, Newark, N. J., for infringement on the Daisy water pistol. The dies for the production of the offending pistols have been delivered up to be destroyed.

Since the Daisy water pistol was placed on the market, it has developed into such a wonderful seller that different manufacturers have attempted to imitate the item. The obvious inferiority of these attempts are very plain to the discerning dealer, and it is just one more instance of the fact that it pays to deal with an old, well-established concern who stand behind their line, and make every transaction a satisfactory one.

Daisy water pistols are now being packed each in a separate carton, and each dozen cartons in a handsome display case, ready for the counter. The single-shot, which retails at 25 cents, is finished in gun-metal blue, while the 5-shot repeater, which sells for 50 cents is finished in nickel and handsomely polished. Recent reports from the trade show that nickel-plated articles, which have been off the market for several years, are again gaining in favor, which gives added sales value to this item.

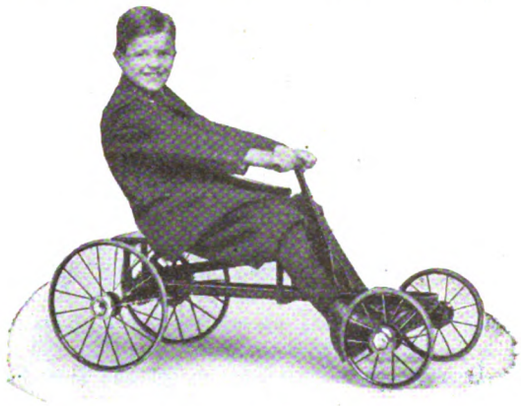
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AMERICAN-NATIONAL SMILES

A prominent place in Judge's National Smile Week will be given to these kiddies on American juvenile vehicles, thinks Mr. Wm. L. Diemer, president of the American National Company, Toledo, Ohio. All of these youngsters have appeared in American-National Company advertisements.



The kiddie on the Junior hand car, by virtue of the happy smile on his face, proclaims his vehicle a Hand Car of Happiness. He knows his car can't be beat for class and speed. His sister rider on the velocipede equals his smile, for she knows she can ride as fast as she pleases without tipping over. Young America on his American Scooter registers a smile of pride above the distinctive disc wheels of his vehicle.



Although there were no pictures of parents of these kiddies available, they smile just as delightedly as the young ones, when they see their boys and girls speeding along on their American juvenile vehicles. Keen pleasure lights up their faces because they know first of all that the vehicles made by the American-National Company are safe. Features of the vehicles illustrated, especially pleasing to grown-ups, are the rubber wheels for noiseless and easy riding, ball bearings, and nickel plated hub caps which protect clothes and furniture, and allow the youngsters healthful fun and exercise, indoors and out.



When the parents of America have all responded to the American-National Company's appeal, "Raise the Kiddies on Wheels," Mr. Diemer says National Smile Week may be changed to National Smile Year.

Early Indications

"Were you a bright boy at school?"

"Very," replied Senator Sorghum. "I was not very strong for text-books, but I was a wonder at thinking up excuses for not being able to answer some of the questions put to me."—*Washington Star.*

SONOPHONE COMPANY TO MOVE

The Sonophone Company, manufacturers of the popular Sonophone, are moving within the course of a month to their own building, at 548 Wythe Avenue, Brooklyn. This will afford them much larger quarters for manufacturing and more commodious and convenient offices. The growth in the sale of Sonophones is based primarily on the great popularity of this easily-played musical instrument which requires no previous musical instruction. This is due also to the sales helps which the manufacturers give to dealers in the way of advertising to popularize the article with the great general public, and to the careful attention given to even the smallest orders, which are intended to keep up the assortment of the several different styles which find sale according to the instrument desired.

The Sonophone Company are looking forward to a most prosperous business in 1922, basing their judgment on the orders already received since January 1st.

RAPID GROWTH OF SPECIALTY FIRM.

A New York firm that has moved three times in three years and more than trebled the first amount of space in the last quarters engaged is the Iona Specialty Company, jobbers of domestic toys and novelties, and importers of the same line. It is their intention, in their new quarters, to add to this line a full line of stationery of every description. The new quarters will serve the purpose of both show room and stock room for open stock, but orders for unbroken packages will be handled at the warehouse, which occupies an equal amount of space.

These two quarters in their aggregate floor space are more than six times the floor space occupied by the firm three years ago. No doubt the readers of TOYS AND NOVELTIES will be interested in the offerings of a firm which has shown such remarkable growth.

ED STEINER WITH ZELLERS-STEVENS.

Readers of TOYS AND NOVELTIES will be interested to note that Ed U. Steiner has recently been appointed to take charge of the new up-town show rooms of Zellers-Stevens Co. Their new show rooms are located in the heart of the toy district, 41 Union Square, corner 17th Street. Mr. Steiner, or "Ed", as he is



known to the trade, has many years' experience in the toy industry, having been with Morimura Bros. for three years and, previous to this, was with Louis Wolf & Co. for 12 years.

With Reservations

Mother (to Betty who has been sent home owing to indisposition of schoolmistress)—"But I hope you were sorry poor Miss Pringle was ill."

Betty—"Oh, I was, mother, but I couldn't help clapping my hands under my breath."—*Punch (London).*

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SAY WORLD CHANGES HURT MAIL BUSINESS

Continued contraction of mail order business, 95 per cent of which comes from farms and small towns, may be traced directly to several causes from which the small town merchant is a fellow sufferer, though in less measure, and from which retailers of larger country towns have profited, observers have recently stated.

World changes of the past few years have completely metamorphosed country people, moving pictures and automobiles influencing them away from catalog study and toward buying in nearby small towns. Chain stores as a cause have been incidental and unimportant, it is held. Successful manipulation of trade by catalogs is regarded now as well nigh impossible. The country purchasing volume is curbed through the weakening of farm produce prices, which seem due to fall still more, and all buying is done close to actual needs, no chances being taken. Everybody wants to shop around and see merchandise before purchasing.

Mail order houses, in having to plan and buy so far ahead, with no chance to readjust prices, are at a disadvantage, even small country stores being able to buy short and manipulate prices with the market, take farm produce in trade and otherwise cooperate personally with country customers. Mail order houses are thus left more or less isolated. The old time farmer mail order patron is dying out, the new rural population having learned to go 10 to 20 miles to good stores for merchandise they see on their auto trips or in the movies.

This state of affairs will not change, as automobiles are multiplying and distances being shortened through good highways. More care will be exercised in spending henceforth. In view of these changes, it is believed that mail order houses will play a losing game.

CHICAGO FIRMS AT THE McALPIN.

Max Dorn of the Palmer House, Chicago, has an attractive display at the McAlpin Hotel. One of the features is a line of unusual specialties in toy furniture and wagons. A child's collapsible table is shown, the legs held in place by a simple thumb screw device. A new item of special interest is a doll's bed davenport finished in leather upholstery. This davenport closes and opens just like a real bed davenport and is proving a good seller. Other items include a cute little coaster wagon suitably decorated for Easter selling.

The Ed. Hansen Furniture Company of Chicago is showing its juvenile furniture at the same hotel. Finshes of blue and white enamel with attractive decorations are used. The fittings are of the highest class, including glass knobs for the drawers of dressers, etc.

The Freeport Mfg. Co., of Freeport, Pa., is a new company formed by the merger of the Es-Say Toy & Mfg. Co. with two other companies. The new company will continue to make the incline plane and the old teeter formerly made by the Es-Say and will also make rubber novelties. The plant includes two buildings with 12,000 feet of floor space. Production will start immediately.

No wonder a hen gets discouraged. She can never find things where she lays them.—*New York American.*

Chummy Proves A Repeater

Chummy's have only been out since October, but reorders at the Fair have been more than generous. Our customers found Chummy a big seller and reordered for immediate delivery.



It's New and Different

The "Chummy" requires no pushing or kicking to put it into motion. A mere downward pressure of the foot on the return action pedal and the "Chummy" glides off gracefully under the weight of its driver. It is delightful for children from 2 to 12 years.

And It Is Sure a Beauty!

In finish and appearance the "Chummy" is as pretty as a high priced bicycle. The chain guards and sprockets are of nickeled steel while tires, wood work and enamel are all high class.

The Price

Quantity production has permitted price reductions on "Chummy's" that we know will please you.

Ask us to ship you a sample "Chummy" and demonstrate it in your own store, or see it demonstrated at the TOY FAIR till MARCH 12th at ROOM 206 IMPERIAL HOTEL, NEW YORK CITY.

Room 206 Imperial Hotel, N. Y. City

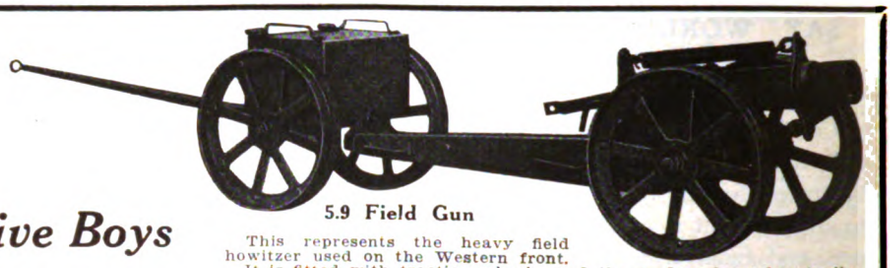
H. E. M. Mfg. Co.
Hamilton, O.



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CARLIN TOYS

Full of Action For Live Boys



5.9 Field Gun

This represents the heavy field howitzer used on the Western front.
It is fitted with traction wheels, and the modern long, low trail; shoots a wooden shell of the correct shape about 14 feet.
Finished in red and black enamel. Cannon furnished separately if desired.

Length ..... 14½ in. Height ..... 5 in.
Width ..... 5¼ in. Weight (packed) ..... 3½ lbs.

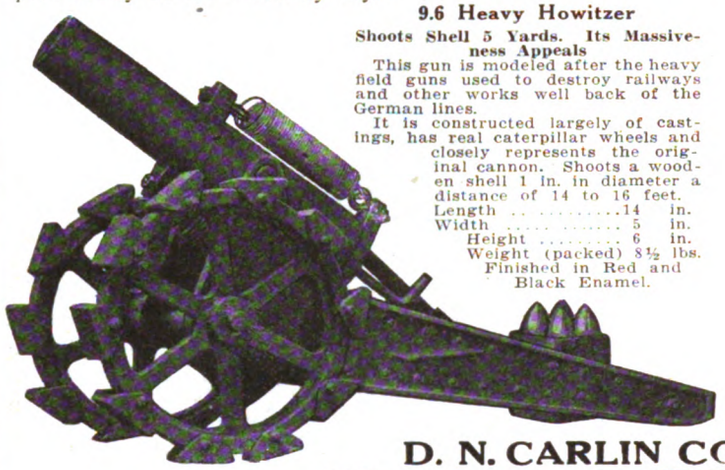
Carlin Toys are close reproductions of the real thing. They are heavily constructed and appeal to He-Boys who want manly toys.

War toys were popular before the war and will always be popular. Be sure to order plentifully of these sturdy toys.

9.6 Heavy Howitzer

Shoots Shell 5 Yards. Its Massiveness Appeals

This gun is modeled after the heavy field guns used to destroy railways and other works well back of the German lines.
It is constructed largely of castings, has real caterpillar wheels and closely represents the original cannon. Shoots a wooden shell 1 in. in diameter a distance of 14 to 16 feet.
Length ..... 14 in.
Width ..... 5 in.
Height ..... 6 in.
Weight (packed) 8½ lbs.
Finished in Red and Black Enamel.





Jib Crane

This is really more in the nature of a working model than a toy, and represents a Jib Crane as used at Railway Freight Stations, Wharves, etc.
It is largely made of cast iron, has wide gears and is thoroughly constructed throughout.

Length ..... 14½ in.
Width ..... 4¾ in.
Height ..... 14 in.
Weight (packed) ..... 4½ lbs.

Finished in attractive colors and packed in strong, corrugated box.

D. N. CARLIN CO.
127 Denniston Avenue - - PITTSBURGH, PA.

Rex Rubber and Novelty Co.

THE HOUSE OF BALLOONS

Send a sample order today. These are a few of our two hundred and twenty-eight numbers in Rubber Toy Balloons.

ROUND BALLOONS

	Asst. Plain Colors	Two Colors
X35	$1.00 Gr.	
X45	2.00 Gr.	$2.25 Gr.
X50	2.25 Gr.	2.50 Gr.
X60 Air	2.75 Gr.	3.00 Gr.
X60 Gas	3.25 Gr.	3.50 Gr.
X70 Air	3.25 Gr.	3.50 Gr.
X70 Gas	3.50 Gr.	3.75 Gr.

TRANSPARENT BALLOONS

X50 Gas, Round	$3.00 Gr.
60 Gas, Round	$3.50 Gr.
70 Gas, Round	$3.85 Gr.

AIRSHIP BALLOONS

	Two Colors	
Tiny	$1.00 Gr.	
Small	$1.50 Gr.	$2.00
Medium	$2.50 Gr.	$3.00
Large	$3.50 Gr.	$4.00

SQUAWKERS AND WHISTLING

Small Round	$1.85 Gr.
Small Long	$1.85 Gr.
Medium Round	$3.25 Gr.
Medium Long	$3.25 Gr.
Large Round	$4.00 Gr.
Large Long	$4.00 Gr.

Send your order for our Special Rubber Novelties—Turkeys, Ducks and Chickens, with feathers from B'way. Our Paper Jazz Dolls are the rage of the day, $15.00 gross. You can sell our Penny Floating Boats, Marble Shoot in, the boys' delight. Penny Folding Furniture and the Cut-Out Mystic Lantern for a Penny. All penny novelties packed in gross boxes, $1.00 per gross.

HOTEL IMPERIAL, ROOM 122

REX RUBBER and NOVELTY CO.

96 Warren Street **Tel. Barclay [6265 7389** **NEW YORK**

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SEE US AT THE BRESLIN
Room 422

C. E. Carpenter and Ellis H. Thayer
in attendance

Tinsel Cord and Ribbonzene

SEE OUR LINE BEFORE YOU BUY



"Everbrite" Tinsel Cord
"Everbrite" Tinsel Ribbon
"Daintewave" Ribbonzene
Ribbonette, Lamminette

RAINBOW TINSELS

FOURTH FLOOR, HOTEL BRESLIN
Room 422

The Carpenter Manufacturing Co.

Norwich, Connecticut

LACQUER TOY FINISHES

By Gosh

What is lacquer?

That question I have put to a score of toy-dealing men recently in order to gather certain information to pass along to you, who are also dealing in toys, etc. Not that anyone of you care a hang about lacquer ingredients or the formula which holds them together. But, if lacquer can make the goods you sell move faster from your shelves, as has been stated frequently of late, then it is interesting to say the least.

These manufacturers were frank to let me know in no uncertain terms that it was none of my business. They were putting finishes on their lines which were selling them and weren't going to stiffen competition by letting everybody in on how it was done or what was used.

This attitude came near sinking my ship of ambition but as a last resort I went to the lacquer manufacturer. Hugo Zeller, president of the Zeller Lacquer Manufacturing Company of New York, an organization which has been co-operating with numerous toy manufacturers by giving freely the benefit of their knowledge gained by over 40 years of lacquer manufacturing and developing experience, told why certain lines of toys which were finished with lacquer sold better.

To begin with, and thereby correct the impression in those who believe in the Chinaman's black table theory, let it be understood that toys finished in modern lacquers appeal strongly to the child because of the bright, frequently vivid colors and color combinations possible to obtain where such materials are employed. Lacquers may be transparent and, yet, be of any color or shading, or, they may be opaque colors or shades. The former are known as colored lacquers while the latter are lacquer enamels. In either class, all colors and color shadings are made today as the result of the progressive development in the lacquer manufacturing industry.

These colors may be vivid and sparkling such as one sees in the blown glass on Christmas tree decorations or they may be more in the delicate shadings of the doll baby's complexion. Hence, it is obvious that the finisher's imagination is the one and only restriction on possible color effects where lacquers are used.

Next comes permanency.

That sticktoitiveness of lacquer finishes was forcefully demonstrated to me when Mr. Zeller pounded several toys brightly finished in lacquer enamel with a large wrench. Naturally, the goods were considerably dented but the lacquer finish never so much as even cracked where the blow was struck, whereas, one might easily expect under such treatment that the finish would chip and become otherwise severely damaged. And right there is the meat for a retail selling talk which will surely sell lacquer finished toys.

Flexibility—here is another point which the salesman can stress when showing the lacquer finished toy to a customer. Lacquer is flexible. A piece of tin, with a film of lacquer finish on it can be bent double without cracking or chipping. Every toy from a tin horn to a velocipede gets bent some time and somehow. Don't you think you could sell a mother or father more tin horns or velocipedes if you told them that bending or denting has no effect on the finish? You bet you could.

And when you are through talking flexibility of finish to your customer you can go on and demonstrate the hardness of a lacquer finish by simply scratching an ordinary varnished surface with your thumb nail which procedure will have no effect whatever on the lacquer.

And so it goes, add to the above the fact that lacquer finishes are moisture-proof and heat-proof, information of interest to the parent of the child who leaves the wagon or other toy out in the rain or places a hot dish from the hot modern vest-pocket-size electric range on the glossy lacquered surface of the tiny table. This is news which is going to sell toys with lacquer finishes faster than toys with other finishes.

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Buyers can save time

So many manufacturers of Toys and Playthings maintain their New York offices and salesrooms in The Fifth Avenue Building that buyers often are able to do a season's buying entirely within the building.

Time saved in viewing the exhibits of manufacturers is an advantage appreciated by many buyers who go directly to The Fifth Avenue Building on their arrival in New York.



THE FIFTH AVENUE BUILDING

Broadway and Fifth Avenue
at Madison Square
NEW YORK

"More than an office building"

FOR CHRISTMAS TRADE
"Baby Cabinet" Toy Phonograph

You have a great opportunity in this season's holiday trade to sell a large number of these charming instruments. Having the tone and appearance of the larger machines, the "Baby Cabinet" is highly popular with the youngster.

The phonograph is furnished complete with 50 needles, and it plays any record up to 7 inches diameter. The cabinet measures 17x9x10 inches, and is beautifully finished in imitation mahogany. It has a clear, brilliant tone quality, and is fitted with a one-spring, worm-gear motor and 5¼-inch turntable; also with high grade sound box and speed regulator. Packed in individual carton.

The "Baby Cabinet" Spells a Greater Christmas Profit!

HOTEL IMPERIAL
MEET US AT THE TOY FAIR
FEBUARY 6th to MARCH 11th
BROADWAY 31st & 32nd STREETS N.Y.

The General Phonograph Mfg. Co.

(Formerly Named The Garford Mfg. Co.)

ELYRIA, OHIO



BABY Toy Phonograph, Model X, Open

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Hitz, Jacobs & Kassler

HJK

9 East 16 Street New York

Toy Specialists
Import & Domestic

Have you seen our year round displays? Items in great quantities for every kind of trade and all of them wonderful values.

HERE ARE THE
BOOKS WE TOLD YOU ABOUT



Easel-back display cutout

The Grosset & Dunlap Books
FOR BOYS and GIRLS
AT 50c RETAIL

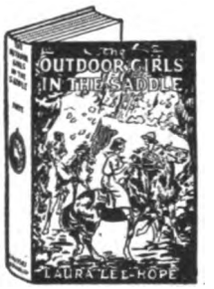


FOR BOYS AND GIRLS 8 TO 16 YEARS

THE TOM SLADE SERIES - - - -	Percy Keese Fitzhugh
THE ROY BLAKELEY BOOKS - -	Percy Keese Fitzhugh
THE TOM SWIFT SERIES - - -	Victor Appleton
THE OUTDOOR GIRLS SERIES - -	Laura Lee Hope

FOR THE VERY LITTLE FOLKS

THE BUNNY BROWN SERIES - -	Laura Lee Hope
LITTLE JACK RABBIT BOOKS - -	David Cory
THE SLEEPY TIME TALES - - -	Arthur Scott Bailey



Our advertising display material is designed to help you sell books with the minimum of effort. The little animal cutouts are bound to catch the eye of any youngster, and the displays will attract the older ones,—a word or two on your part will do the rest.

YOU CAN SELL BOOKS WITH TOYS
SELL BOOKS WITH GAMES
SELL BOOKS WITH SPORT ACCESSORIES

Grosset & Dunlap, 1140 Broadway, New York

Publishers of Books That Are Easy To Sell—Delightful To Read

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BRITISH AND CANADIAN TOYS AT HARRODS

SIMULTANEOUSLY with the Annual Exposition of Toys, we have planned a private showing of Toys and Sporting Goods made by British and Canadian manufacturers. This is not in any sense competitive with the Exposition, but on the contrary, is offered as an additional attraction. Inasmuch as English buyers attend the Exposition to see American productions, we felt that it was our duty to give American buyers an opportunity to see a representative selection of toys made by British and Canadian firms. The exhibits embrace a wide selection, including Caley's Celebrated Christmas Crackers, Chessboards and Men, Kindergarten Sets, Tennis Rackets, Stuffed Animals, and Arks containing the animals that escaped the Flood, also stuffed specimens of those which were too late to get in! For the more serious side of life, Golf is well represented.

YOU ARE CORDIALLY INVITED TO CALL. THE EXHIBITORS ARE:

Chad Valley Co., Ltd., Harborne
Highland Toy Works, Aberdeen
John Jaques & Son, Ltd., London
Roberts Bros., Gloucester
Caley Limited, Norwich
Lott's Bricks, Ltd., Watford
Lillywhite-Frowds, Ltd., London
The Walter Bentley Co., Ontario, Canada
Stratford Mfg. Co., Stratford, Ont., Can.
Gibson's complete line of Golf Clubs.

PRICES IN STERLING

HARRODS N. A. Ltd. 276 Fifth Avenue, New York

BUSINESS OPPORTUNITIES

"A CHANCE OF A LIFETIME"

YOUNG GERMAN TOYS, in good health and perfect condition, desire a home where versatility, good performances and original actions will be appreciated. Bound to make good. Quick action necessary. We are a big family but don't cause any great expense. Write or call care of Invincible Importing Co., 5 East 20th St., New York.

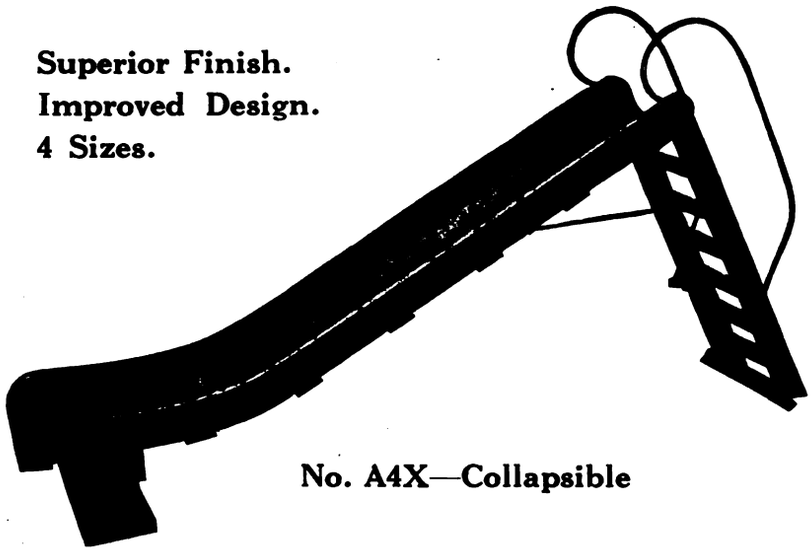
NOTICE

The Invincible Importing Co. will be pleased to answer inquiries made in person or by mail regarding this deserving family of German toys, and can highly recommend their services.

We still have a few good territories open for live wire salesmen with large following, either as traveling men or as resident agents. **Write full particulars; do not call.**

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Superior Finish.
Improved Design.
4 Sizes.



No. A4X—Collapsible

Indoor-Outdoor SLIDES

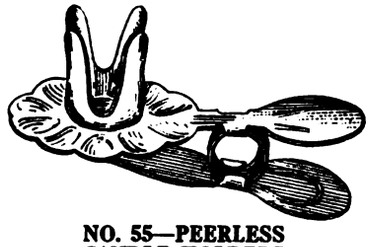
3 feet up
6 feet down

Made entirely of Hardwood
Chute hand finished

Made by the IRISH MAIL people. The quality therefore is consistent with this line of high grade children's outdoor goods—Our 21st year

HILL-STANDARD CO. ANDERSON, INDIANA, U. S. A.

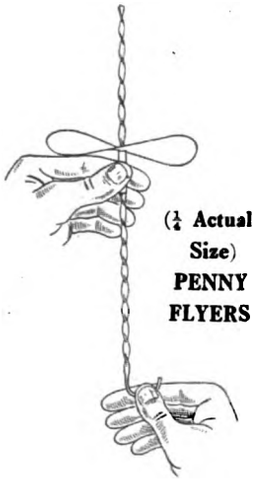
ESTABLISHED 1852



NO. 55—PEERLESS CANDLE HOLDERS



LOCUST SNAPPERS



(¼ Actual Size) PENNY FLYERS



NO. 100—TWISTED TREE WIRES (½ Size)



FROG SNAPPERS

Frog and Locust Snappers Are Packed in 25 and 50 gross packages.

All prices for Christmas Merchandise are guaranteed against decline during 1922. Prices on Year 'round items guaranteed up to date of shipment.

Buyers are urged to place their 1922 orders for our merchandise at once.

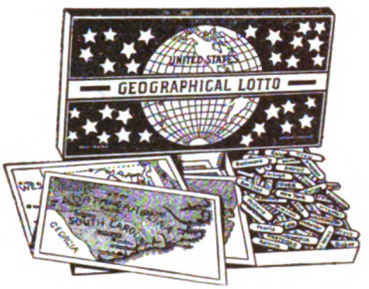
Catalog SAMPLES and PRICE LIST sent on Request

THE KIRCHHOF PATENT COMPANY

30-32 Stirling Street, Newark, N. J., U. S. A.

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NEW PRICES AND NEW ITEMS



PAINTING SETS
Of the Better Kind

POLLIS SETS
Something New

GOLF SETS
Real Big Sellers

GLASSWARE SETS
Our Own Designs

DRAWING SETS
For Practical Work



NEW - GAMES, PLUS & MINUS and CHIC CHAC,
TOY-TENTS, WALL, CIRCUS & TEEPEE TENTS
JUNIOR HAMMOCK, For the Porch and Lawn

STATLER MFG. COMPANY, Inc.

Room 209
Hotel Imperial

BALTIMORE, MD.

Louis Goldie,
Representing

Special Announcement

We are pleased to announce that we have opened a—

Permanent Display Room and Office

at 857 Broadway, Corner 17th St. and Broadway, (Union Square) New York City, where we will permanently display our lines of:

Dolls, Toys, Novelties, and Season Goods

The enormous demand for "Halco" Jointed and Character Babies, and, also for our other controlling lines resulted in the decision to increase our capacity for better service and insure your best interests in the future.

We cordially invite you when in New York for the Toy Fair, or, at any other time, to favor us with a call and we vouch for your complete satisfaction.

J. HALPERN COMPANY

Home Office & Warehouse
PITTSBURGH, PA.

857 Broadway
NEW YORK, N. Y.

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HERE AT LAST!

The Long Looked for Moving Picture Machine

We shall take prideful pleasure in showing you what we have accomplished.

Hotel Imperial New York Toy Fair

Hotel Morrison Chicago Toy Fair





REAL MOVING PICTURES

MADE TO ACCOMODATE STANDARD OR "NON-FLAM" FILM

Heretofore the film problem has been a perplexing one. We can now offer you catalogued and titled subjects from our own prints. Your trade demands this service.

The NATIONAL Line
Includes the Following New Models
Ford
Champion
Professional
Manufactured Exclusively by
A. B. CUMMINGS

The Ab-Cum-O-Graph Line
Includes the Following Well-Known Models
LITTLE GIANT TORPEDO
AMERICAN SCOUT BULL DOG
DREADNAUGHT
53-55-57-59-61 Falmouth Street
ATTLEBORO, MASS.

CALL COHN—SHORE ROAD 1053

Before Placing Orders for

SAND PAILS

Medium and High Grade

TAMBOURINES
METAL DRUMS

NOISEMAKERS
CHIMES

And we will arrange to have our representative call on you at your convenience, with a complete sample line.

We will also be pleased to welcome visiting buyers at our factory and showrooms.

A wide assortment of quality merchandise at quantity prices awaits your inspection.

PHONE, CALL OR WRITE

T. COHN, 765 65th Street, Brooklyn, N. Y.

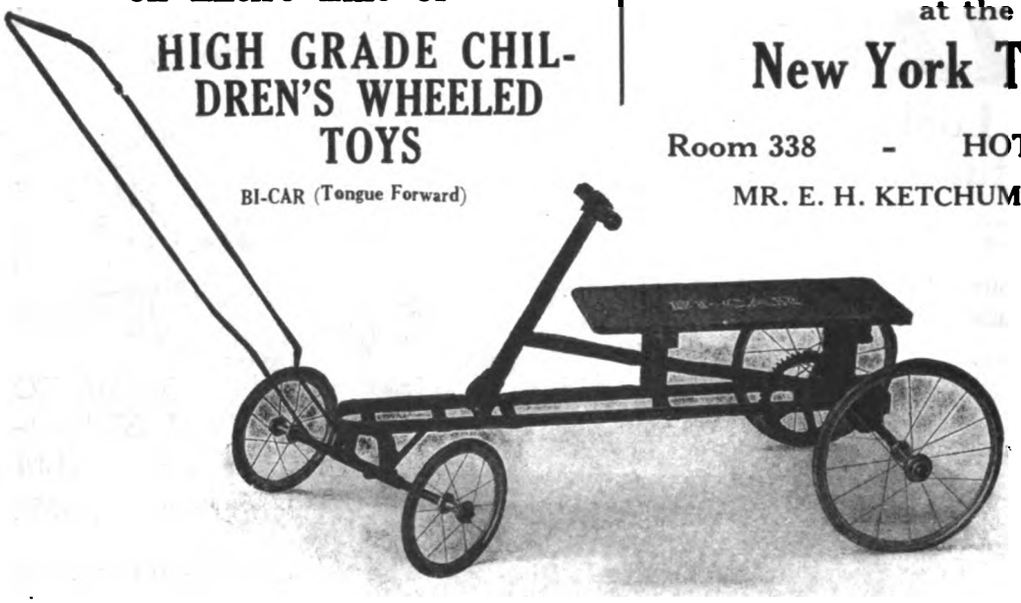
Philadelphia Show Room, Edgar & Co., 1210-1212 Arch St.

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Substantial Reduction in Price on Entire Line of

HIGH GRADE CHILDREN'S WHEELED TOYS

BI-CAR (Tongue Forward)



See the Season's Biggest Hit

at the

New York Toy Fair

Room 338 - HOTEL IMPERIAL

MR. E. H. KETCHUM IN CHARGE

Bi-Car
Baby Car
Speed King
Racemobile
Speedmobile
Skipmobile
Kid Cycle
Horse Bike
Baby Express
Baker Ball Game

THE W. J. BAKER CO.

Newport, Ky.

Wonderful Mechanical

HULA-HULA DANCER



$18.00 Per Dozen

PATENTS PENDING

The addition of this novelty to your Doll Department will work wonders with your sales totals.

PROGRESSIVE TOY CO., Inc.

MANUFACTURERS

102-106 WOOSTER STREET **NEW YORK**

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A Million Homes WANT Our Motion Picture Machines

Mr. Wholesaler and Mr. Dealer,

A virgin and unlimited field awaits you.

"Kinograph" is coming faster than anything else in the business.

Digest these facts:

1. Our latest models of machines, built by master craftsmen and designers, with our own made parts, produced in our own modern manufacturing plant, are acclaimed by expert critics to be the best.

2. Our organization is backed by ample capital and a strong, efficient executive staff.

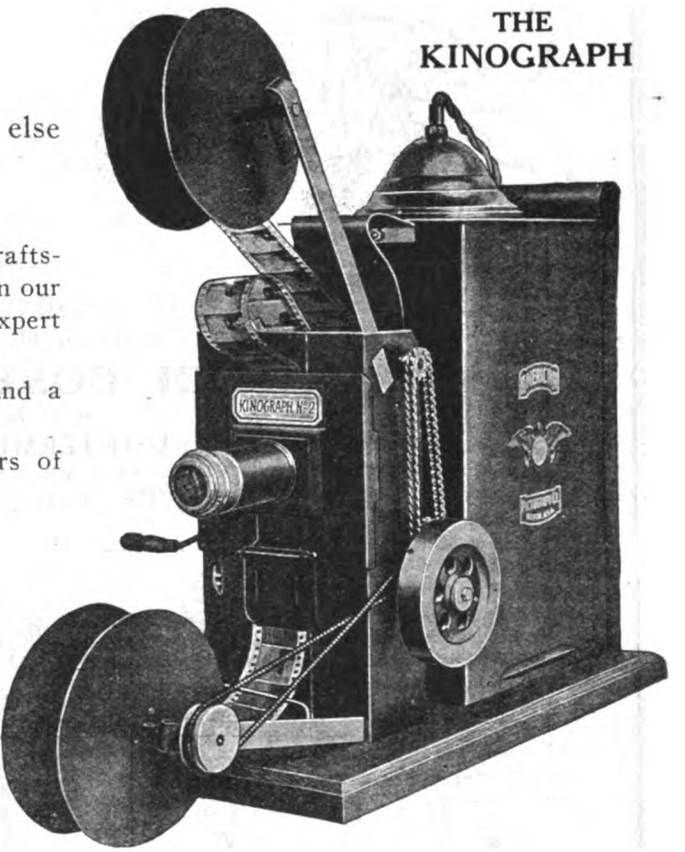
3. Our policy is liberal, and we assure our dealers of strong, loyal support in all matters.

4. Unlimited film service.

Cooperate with us and enjoy BIG sales with LARGE profits.

Our new models ranging from $6.00 to $30.00 will be on exhibit at the New York Toy Fair, Feb. 6 to Mar. 11, **Hotel Imperial, Room No. 316. Come and see us.**

American Pictograph Company
MANCHESTER, N. H.



THE TRADE IS INVITED TO INSPECT A MORE EXTENSIVE LINE OF

REPUBLIC TOYS

INCLUDING ALL NUMBERS AND DESIGNS NECESSARY TO SATISFY THE DEMANDS OF THE MOST PARTICULAR CUSTOMER

WILL BE ON DISPLAY AT THE BRESLIN HOTEL, ROOM 822

THE REPUBLIC TOOL PRODUCTS CO.
DAYTON, OHIO

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PHOENIX SPORTING GOODS MFG. CO.
announces their complete line of
MASQUERADE COSTUMES and PLAY SUITS
will be on display
BUSH TERMINAL SALES BLDG.
CATALOG AND PRICE LIST SENT ON REQUEST
Phoenix Sporting Goods Mfg. Co., Fortieth and Market Sts., Philadelphia, Pa., U. S. A.

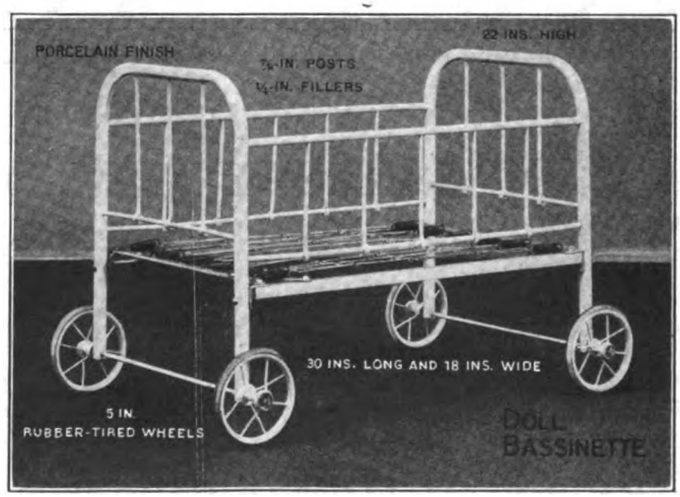


BUY NOW!

Doll beds are in demand the year round. Why not make a display of the guaranteed line from the workshops of

THE HARD MANUFACTURING COMPANY - - Buffalo, N. Y.

Brass and Iron Doll Beds and Cribs complete with Mattresses and Pillows

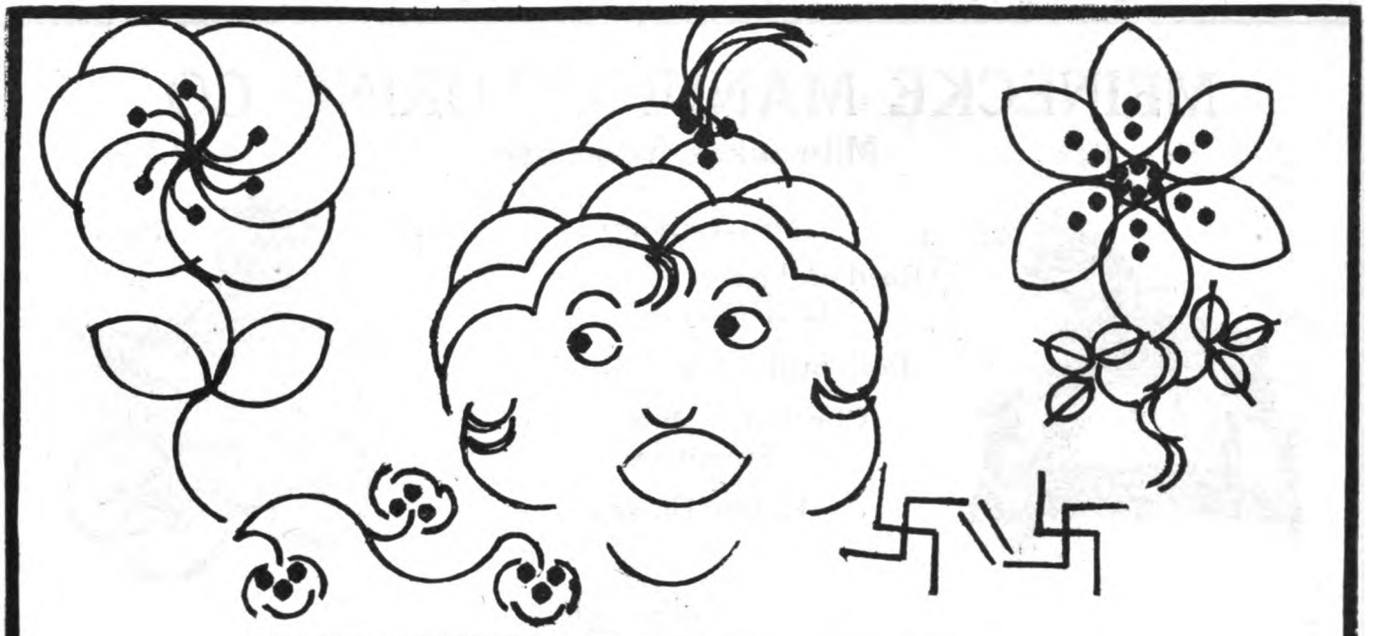


Miniature Swing Hammocks Costumers Etc.

Our Toy Beds are identical in construction and finish with our larger patterns. Will last a lifetime and are sure to bring repeat business.

Ask for our complete Catalog of Doll Beds and Other Things.

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"MANY MARKS" made these and can make a million others

A FASCINATING PASTIME FOR CHILDREN FROM SEVEN TO SEVENTY

Retails for $1.00

C. W. ALLEN COMPANY, Aurora, Ill.



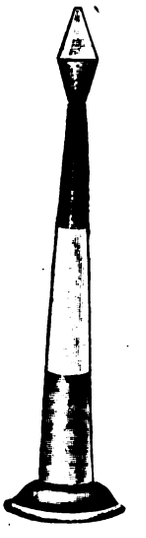
JOHN A. PETRI

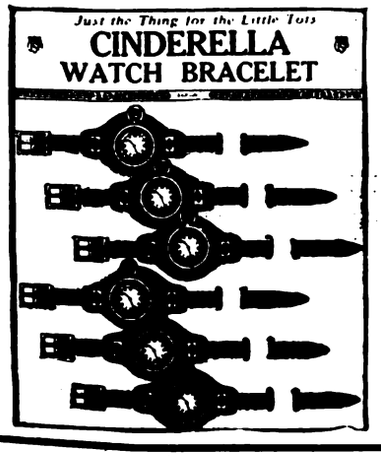
22 EAST 21st STREET
Near Broadway

Manufacturer's Agent

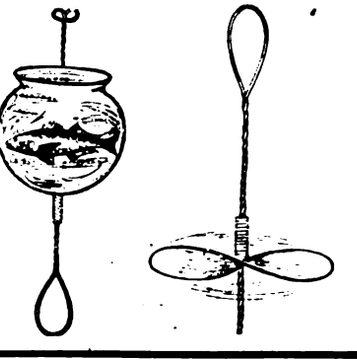
Saint Patrick Pins, Hats
Marbles, Akro Agate & J. E. Albright Co.
Tops and Strings Jump Ropes
Flyers Doilies & Skeins
Spiral Toys Penny Rings
Movie Glasses

Direct Agent for Armour Mfg. Co. Cheap Jewelry
Birthday Candles and N. D. Q. Candle Holders
Kirchhof Patent, Co. Tree
Wire Candle Holders, Etc.





Christmas Tree Snow and Icicles (New)
Box Novelties Flash Jewelry
Tin and Paper Horns, Carnival Goods
Book Straps, Pencil Cases and School Bags
Tollner's Sons Pencil Boxes
Cinderella Toy Watches, Wrist Purses, Leather Purses, etc.
Elkloid Celluloid Dice



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MEINECKE MANUFACTURING CO.

Milwaukee, Wisconsin



Manufacturers

Reed and fibre Doll Carriages,

Doll Sulkies and Go-Carts

Children's Desks and Furniture

Hobby Horses

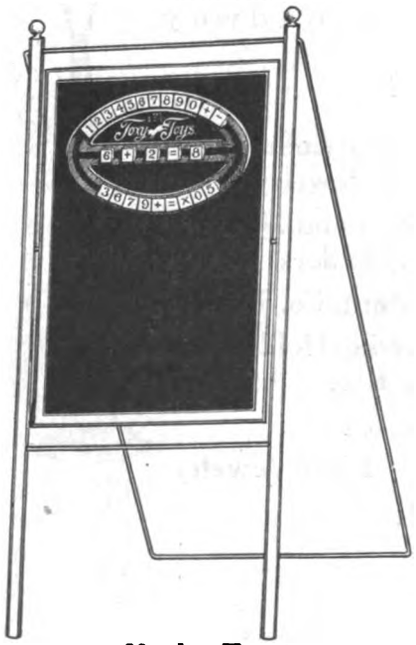


Hotel Breslin
Room 504-506
from
February 6th to
March 11, 1922



Morrison Hotel
Room 308
CHICAGO
During
April 1922

Educational



Number Twenty
The latest addition to Foxy Toys

Foxy Toys

Unbreakable Steel Slates and Blackboards

Have you seen our Blackboard Easels that retail for $1.00? If not, visit our display at Hotel Breslin during the Toy Fair. Popular money makers at every season. A line of staples with a ready sale and no cumbacks.

For 1922 reduced prices, and improvements on many items, will make them more popular, more saleable and more profitable. Twenty-six different numbers to choose from and each number a live wire.

If unable to visit our display we will be pleased to submit samples and prices for your consideration.
Have you received a copy of "America's Prime Educators"? If not, write today.

The Fox Toy Company - Box E. Berea, O. U. S. A.

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N·D·Q·

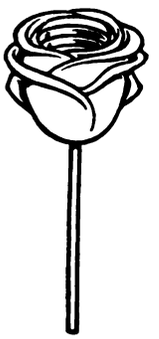
BIRTHDAY CAKE CANDLE HOLDERS

LARGE AND SMALL

—

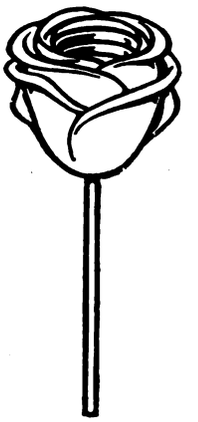
100 IN A BOX

PACKED ASSORTED OR ONE COLOR IN A BOX



Small Size





Large Size

SIX COLORS

PINK
RED
WHITE
YELLO
BLUE
GREEN

CORRECT IN EVERY DETAIL

RECOGNIZED BY LEADING JOBBERS AND RETAILERS AS THE STANDARD PACKAGE

DISTRIBUTORS:

W. A. Duffy	20 East Randolph St.	Chicago, Ill.	
Owens-Kreiser Co.	31 East 17th St.	New York City	
Bieman-Seabrey Co.	11 Union Square, W.	New York City	
Edwin R. Besser Co., Inc.,	41 Union Square	New York City	
B. Illfelder & Co.	29 Union Square, West	New York City	
Strobel & Wilken Co.	61-65 West 23rd St.	New York City	
Carl Silverman	50 East 13th St.	New York City	
Louis Wolf & Co.	890 Broadway	New York City	
Louis Wolf & Co.	106 Pearl St.	Boston, Mass.	
Cardinell-Vincent Co.	577 Market St.	San Francisco	
M. Seller & Co.	Portland, Ore., Seattle and Spokane, Wash.		

N·D·Q· SPECIALTY CORPORATION

572-576 LIBERTY AVENUE BROOKLYN-NEW YORK

SONG-O-PHONES

MUSICAL TOYS THAT PLAY MUSIC



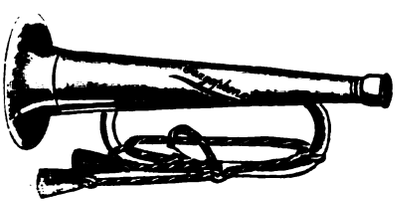
SONG-O-PHONES sell because they so successfully appeal to the universal instinct—Music. They really play—anyone who can talk can with ease joyfully jazz off the latest hits. Made in the form of cornets, trombones, saxophones—it's easy to see why they are so popular with grown-ups as well as children.

A SONG-O-PHONE BAND

in your town means real business for you. And they're not hard to start either—the children take care of that.

Our National Advertising is lining up business all over the country—in your town. Get your share—write now!

You can play it if you can talk





Here's How They Take to SONG-O-PHONES

These People Bought Direct Because Local Dealers Could Not Supply Them

FROM A YOUNG WOMAN

SONG-O-PHONES received today as ordered. Greatly pleased with same.

FROM A SUPERVISOR OF MUSIC, "PUBLIC SCHOOL"

Please send me the following SONG-O-PHONES. Am starting a band in ————, Maine. The children in the ———— Maine Grammar School like their SONG-O-PHONES very much. We gave a benefit at the Bijou Theatre. The SONG-O-PHONE Band of the 5th and 6th grades gave two selections.

THE SONOPHONE CO.

41-43 So. Ninth St. Brooklyn, N. Y.

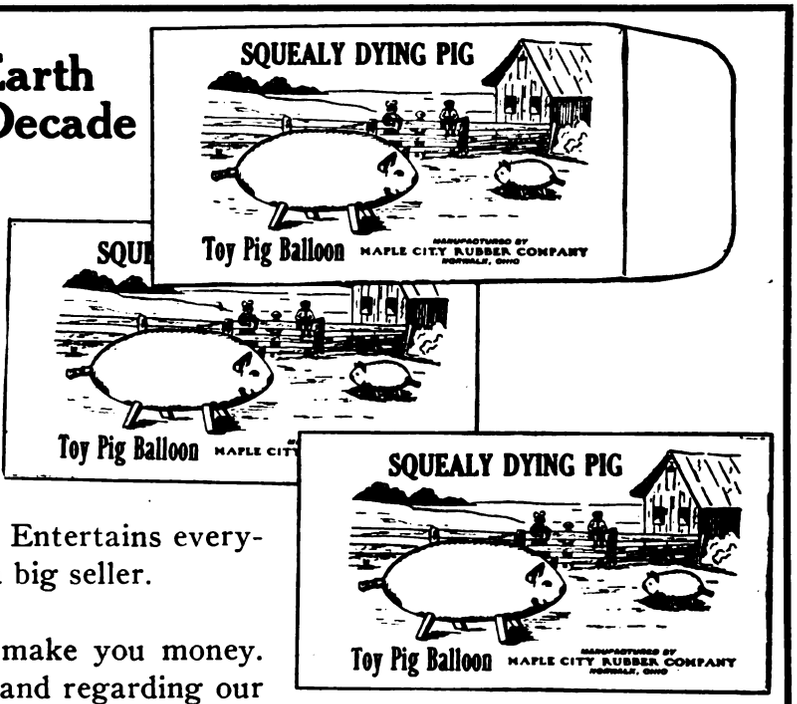
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The BEST Laugh on Earth
The BEST Value in a Decade

When the pig is inflated it stands on its little wooden legs. Then as the air escapes the pig begins to shrink and utters the funniest squeal you ever heard. Finally, with a most agonizing gasp, it falls over dead.

No wonder the kids want to buy him as soon as they see him and hear him squeal. He is great for favors. Entertains everybody, old and young. Already he is a big seller.

Jobbers and Dealers—The Pig can make you money. Write today for samples and prices and regarding our full line of toy balloons.



Packed in attractively printed envelopes, shown above.

The Maple City Rubber Co., Norwalk, Ohio

Western Distributors—Priesmeyer & Co., 210 Odd Fellows Bldg., St. Louis.



POPULAR PRICED TOYS

are the kind that sell the year round. Some of our customers, who have learned by experience how our Pop-Guns sell, order every month in the year. **OUR WYANDOTTE AUTOMATIC** meets the demand for an absolutely Safe Pop-Gun, and is a **BREAK GUN**—the kind that a small child can operate.

We also manufacture a Cork and String gun that

RETAILS FOR 25c

You can depend on our guns holding up. They are made of heavy material and are Rust-Proof.

See our Display during the Toy Fair
Room 604 — Hotel Breslin

All-Metal Products Company, Wyandotte, Mich., U.S.A.

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The WEEKS Miniature Electric Range

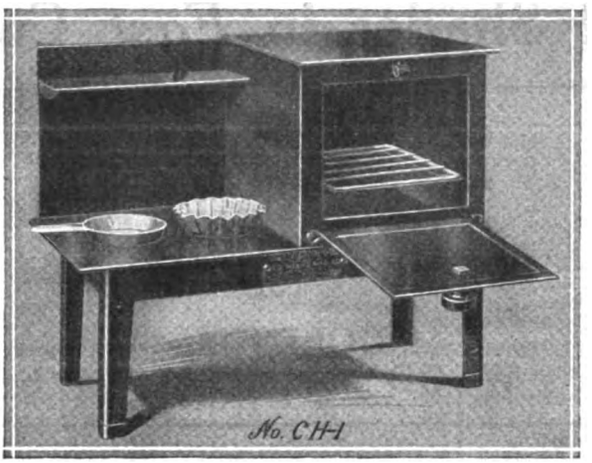
A Practical Plaything for the Kiddies

An Electric range with which the kiddies can bake, fry and boil.

Easy, safe and entertaining, just attach to an ordinary lamp socket. Fully enameled.

Size 12 x 14 inches.

There are two burners on cooking top and one burner in oven.



A neat, attractive novelty that will create, for the progressive dealer, an increase in sales with a substantial profit.

An instant seller that appeals to all. Range is complete with cord, plug and three aluminum cooking utensils.

ON DISPLAY AT THE TOY SHOW

H. G. WEEKS MANUFACTURING CO., HAMILTON, OHIO

NEW YORK REPRESENTATIVES:

GEO. BORGFELDT & CO., 16th ST. & IRVING PLACE

TIMES APPLIANCE CO., 145 W. 45th STREET

BRAND NEW! MADE OF A PAPER COMPOSITION



STRONG ENOUGH TO STAND ON

A beautiful new line of **Animals,** etc., made of a practical paper composition which is as hard as wood, and just as substantial, finished in a very attractive manner.

Made in a variety of shapes, including Hobby Horses, Rocking Horses of all kinds, and all kinds of Animals on wheels, in all sizes. Entire output sold in 1921, and a tremendous hit wherever shown!

MANUFACTURERS! We can also make Animals to your order in any design desired. Write us about it

Be sure to see our displays at the New York and Chicago Toy Fairs.

Write for Samples and Prices

Italo-American Toy and Novelty Mfg. Company, Hancock, Michigan

N. J. LaCasse, Sales Manager

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ZELLER
LACQUER ENAMELS
All Shades in *Fast* Colors

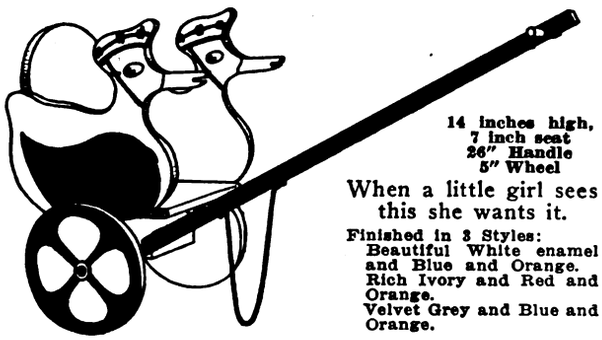
QUICK *AIRDRYING*
GREATER *ECONOMY*
HIGHEST *QUALITY*
for

DIP DOLLS and WOOD and METAL TOYS **SPRAY**

MAY WE DEMONSTRATE WHY OURS ARE BEST?

ZELLER LACQUER MFG. CO., Inc.
342 Madison Avenue, Corner of 43rd Street
Murray Hill 311 New York City, N. Y.

DucKart Toys—1922 Specials
My Little Lady's Dolly Stroller



14 inches high,
7 inch seat
26" Handle
5" Wheel

When a little girl sees this she wants it.

Finished in 3 Styles:
Beautiful White enamel and Blue and Orange.
Rich Ivory and Red and Orange.
Velvet Grey and Blue and Orange.

Beautiful finish, that makes them SIMPLY Irresistible.

These strollers are carefully constructed of high grade material and will last indefinitely.

The sooner you can get a few of these toys on display the sooner you will realize the great demand there is for them and the consequent lucrative profit.

Cradle Bed, original design, finished in three colors.
Box Duck Cart, for Dolly, filled with Red, White and Blue Blocks.
Wheeler Duck, a Pull Toy with four wheels, movable head.

Strong, Durable Toys Made for Service.
WRITE FOR SAMPLES AND PRICES.

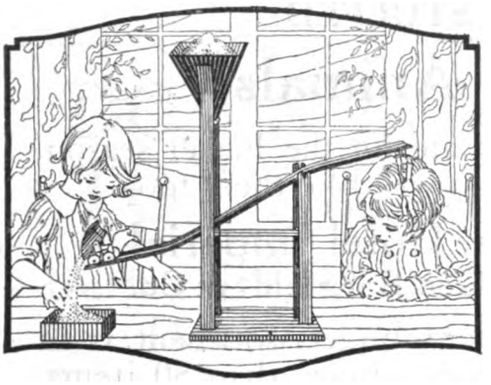
THE TOY KRAFT CO. WOOSTER, OHIO.

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Latest Invention in Automatic Sand Toys

SIMPLICITY AND LOTS OF ACTION

Attractive—Durable—Cleanly—Educational



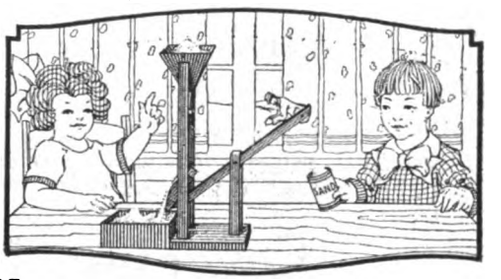
SAND-O-METER

No springs—no strings—no cog wheels.

Stands 13½ inches high.

The little red car makes 33 trips and runs 3 minutes with one filling of the hopper. After dumping, the track automatically elevates so that the car runs back to the loading position under the hopper.

A Big seller.



SANDY DUMP

A quick action type. Stands 9 inches high. Cleanly, durable, and very attractive. Designed to meet the demands of a lower priced toy.

WRITE FOR PARTICULARS.

TEETER TOY MFG. CO., 3128 W. Park Ave., Chicago, Ill.

Manufacturers of "SELF-OPERATIVE" Toys



The Toy Balloon You Will Eventually Handle For Its High Quality

The Ideal Balloon For Advertising or Premium Purposes

Dealers everywhere are voicing their enthusiasm over Sunshine Toy Balloons. At last there is a balloon of a really higher grade—the kind every child wants—the kind that means resale.

Every balloon sold from a Sunshine display box means a satisfied customer. We manufacture a very complete line; squawker and valve balloons and airships in a wide variety of colors including one of beautiful silver. Our assortment box contains balloons to retail at a wide range of prices. Place one on display and see how eager the children are to purchase Sunshines.

ADVERTISING *and* PREMIUMS

Large orders for balloons are being placed every day by retail stores as well as jobbers and manufacturers in a diversified line of industries to be used for advertising or novelty purposes. There is a large field open to you along this line for quantity orders. DO NOT OVERLOOK THIS OPPORTUNITY.

The proof that Sunshine Balloons are better is right in the balloons. Write for samples today. Test them any way you wish.

THE WOOSTER RUBBER CO.

South Street, Wooster, Ohio

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IDEAL EASTER GIFTS FOR TINY TOTS

Rabbits, Chickens and Ducks

IN TERRY CLOTH—KAPOK STUFFED

Also Dolls and Other Animals

In addition, four new items, especially appropriate for the Easter season, have just been added. Already going strong. You will like them too.

On display in the Ad-Rack Room, Hotel Imperial
also at Bush Terminal Sales Building and Geo. Borgfeldt & Co.

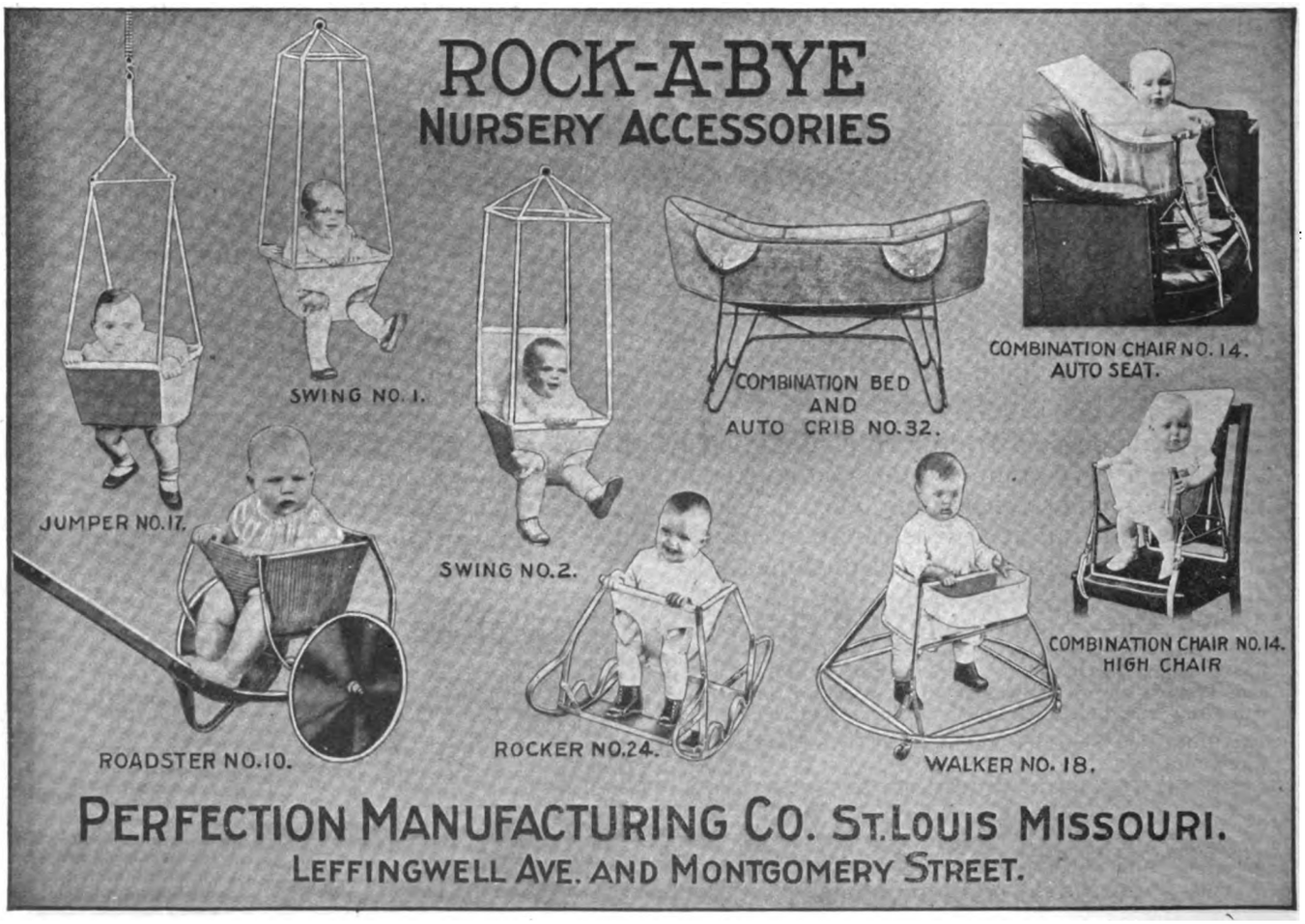
If you do not attend the Fair, write now for Easter sample assortment, from which to select your order. Descriptive circular, list more than 50 items, sent on request.

JOBBERS: Ten new distributors have placed stock orders during the first two weeks of February. And our older friends continue with us. The Line, Prices and Proposition must be right. Let us tell you about it.

Oweenee Novelty Company, Inc.

Manufacturers Terry Cloth Dolls and Animals

Avenue H and East 35th Street **BROOKLYN, N. Y.**



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Shulman & Sons
"The Famous Service"
Importers-Exporters and Manufacturers Agents

473 Broadway NEW YORK

DOWN TOWN TOY EXHIBIT

During the TOY FAIR We Are Devoting Our Entire Showroom to Exhibit Our 1922 Factory Lines.

Not an item but what is up to your mark in every respect—many are exclusive — **all are superior.** If you're in town call at our showroom—if not, a postcard will bring you just the information you want.

IMPORT LINES

Direct from Germany

Dolls **Glass Ornaments**
Mechanical Toys **Novelties**

SPRING GOODS

Pails & Shovels
Sand Sets
Marbles
Rubber Balls
Pistols
Transfer Pictures
Base Ball Goods
Cell. Pinwheels
Rattles
Bells & Horsereins
Kites
Tops

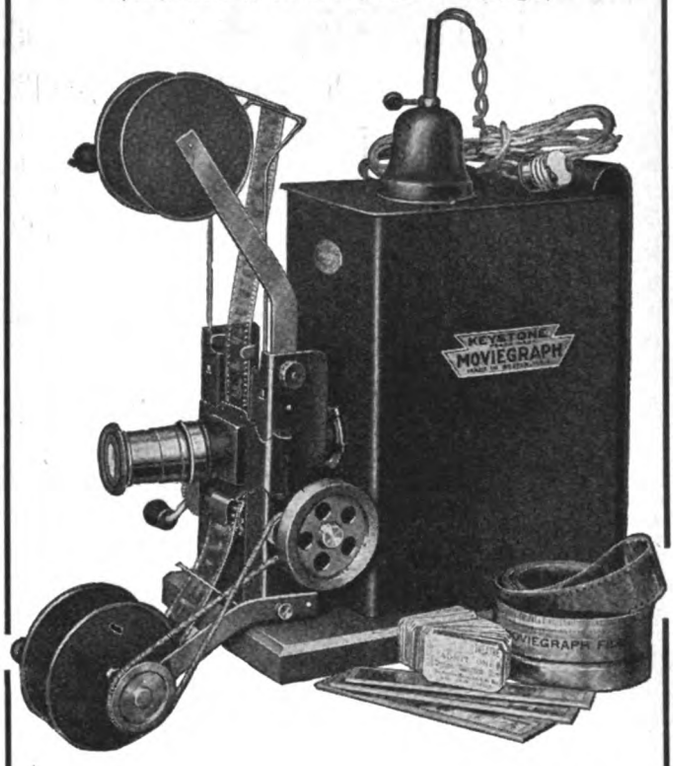
Sparklers and Other Fourth of July Goods

Premium Goods for Mail Order and Premium Houses

EASTER GOODS FROM STOCK

Keystone Moviegraph

(Standard and Narrow Gauge)



APPROVED BY
UNDERWRITERS' LABORATORIES
REPORT NO. E 5149
110 VOLTAGE - 100 WATT CURRENT - MODEL 572 N
FOR USE WITH SLOW BURNING FILM ONLY
KEYSTONE MFG. CO. BOSTON, MASS., U.S.A.

Nos. 572N—193N—261N—147N—Narrow Gauge

BUY SAFE!

THE ONLY APPROVED Toy Moving Picture Machine

The Most Complete Line of Films and Machines

Our 1922 LINE of Improved and New Models on Display

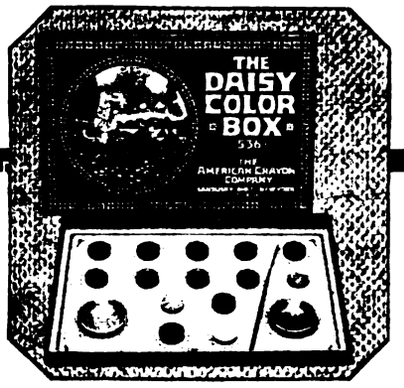
Hotel Imperial Toy Fair, Room 241

Write for Complete Data

KEYSTONE MFG. CO.

53 Wareham Street BOSTON, MASS.

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The Toy Fair~and The American Crayon Company

WE want to announce, as a unique feature of our exhibit at the Toy Fair in New York, a series of sketches of the leading personalities of the Washington Peace Conference, made for us by the well-known Belgian artist, Pierre Nuyttens. These sketches well illustrate the striking effects that can be achieved with American Crayon Company materials.

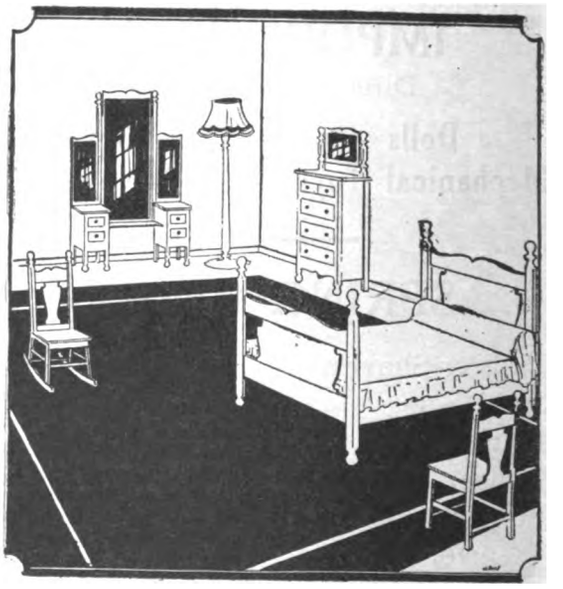
Here, too, you will find a display of over a hundred of our leading products, with a retail price range of from one cent to three dollars. These articles include crayons, pencils, pastes, school and toy paints, and several interesting new products.

Our exhibit will be shown at the Hotel Breslin, 29th Street at Broadway.

THE AMERICAN CRAYON COMPANY
ESTABLISHED 1835
SANDUSKY · OHIO - - - - - - NEW YORK



A complete toy Circus with a non-destructible and a non-poisonous finish; safe for the smallest children.



A complete toy bed-room outfit of six pieces, well built with mahogany, walnut and enamel finish.

Look for the name GRAND RAPIDS

GRAND MFG. TOY RAPIDS CO., Inc.
Grand Rapids Mich. U. S. A.

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REEL TOSS

New and Attractive — An All Year Retailer at a POPULAR PRICE



Stands 7½ inches high

Pat. applied for

It Rocks and Rocks and Rocks.

Most interesting to young and old. Is well made and the combination of colors used in finishing makes this **Reel Toss Toy** highly attractive.

Reel Toss maintains a slow, even motion and will rock back and forth on smooth surface from 50 to 75 times before stopping, giving the players sufficient time to ring the toy while it is in motion. Requires no winding—just a start.

The Toy that is meeting with success.

O. H. HEINIG

Chicago, 2404 W. Congress St.

Eastern Representative
MR. JOHN J. MEYERS, JR.
366 Fifth Avenue New York City

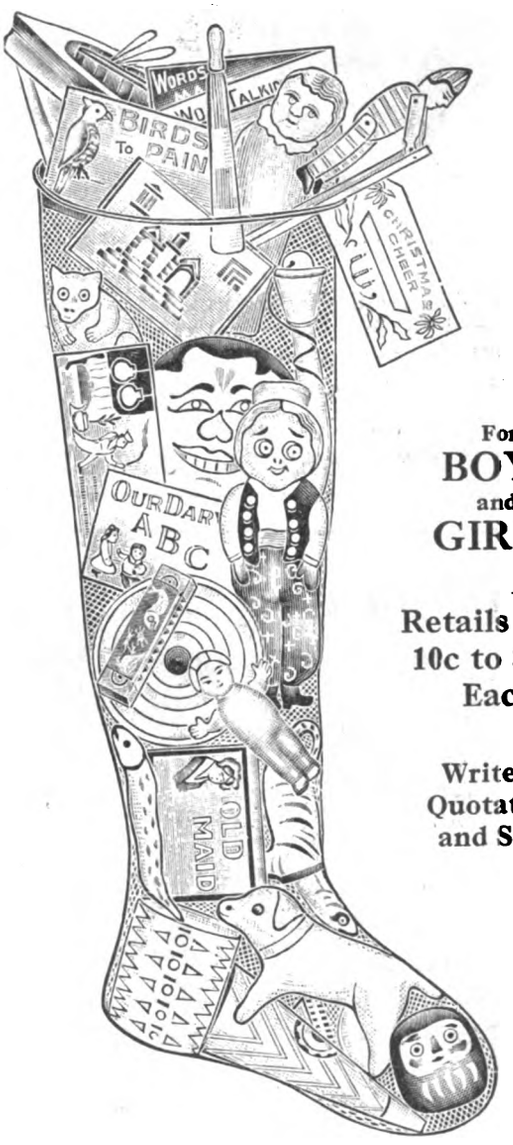
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G. E. M. BRAND

Christmas Stockings Filled With

TOYS

Made of Red and White Netting



For **BOYS** and **GIRLS**

Retails from 10c to $5.00 Each

Write for Quotations and Sizes

GEO. E. MOUSLEY

MANUFACTURERS

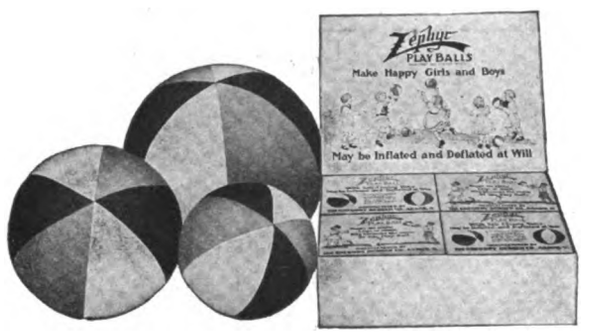
502-04-06 Ranstead Street, Philadelphia, Pa.

(Between Market and Chestnut Streets)

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Zephyr
PLAY BALLS
Trade Mark Reg U S Pat Office
(Pat'd. Nov. 14, 1911, Oct. 20, 1920

With Self-Closing Valve
A FAST MONEY MAKER



You have only to show these balls to win continuous sales.

The appeal of beautiful colors, handy valve feature, attractive package and display matter all combine to make a most effective silent salesman out of your display.

Write for illustrated, descriptive folder and price list.

(Address Dept. B)
THE GREGORY RUBBER CO., AKRON, OHIO

REES DAVIS DOLLS

Original Patented Designs

See Our 1922 Line

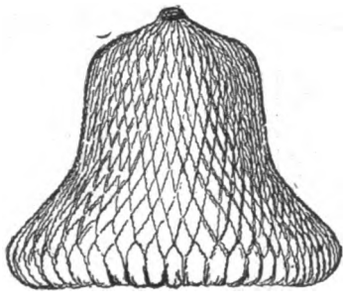
of 35 Numbers

The "Three Bears" Group
The "Jasbo" Group
The "Mother Goose" Group
The "Bobs Family" Group
The "Cuddly" Group
The "Gingham Dog and Calico Cat"

See Our Display at Room 436 Hotel Imperial, Toy Fair, or
Write Us for Full Information

REES DAVIS TOY CO.
512-514 S. Wabash Ave.
CHICAGO

The Beistle Line





Christmas Bells, Garlands and Cardboard Novelties.

Hallowe'en Paper Novelties

Paper Hats, Valentines

"We make them by the Millions"

See full line at our
New York Sales Office
Room 428 Fifth Ave. Bldg.

THE BEISTLE COMPANY
SHIPPENSBURG, PA.

ANOTHER BIG WINNER



We are the originators of the fastest selling Novelty Toy Balloons in the World. Here they are:

Runaway Pig
Squealing Pig
Clown Doll Baby
Cry Baby
Black Sambo
Pipes of Fun

Get the original numbers and avoid cheap imitations that may be offered. **Patents Pending.** One store sold a gross of Squealing Pigs in two hours. Write for prices.

Anderson Rubber Company
Akron, Ohio

Largest Manufacturers of Toy Balloons and Rubber Novelties in the World's Greatest Rubber Center.

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HOME-GRAPH
TRADE MARK



THE GAME OF THRILLS

ATTENTION, JOBBERS

This, our present featured item, is going far beyond our expectations. If you are not handling this article, get in while the craze is on.

LET US HEAR FROM YOU

THE GARDEN CITY NOVELTY CO.

CHICAGO, ILL. R. 325-6 431 S. Dearborn St.

MOHICAN

BALLOONS

Air and Gas Balloons
Squawking Balloons
Valve Balloons
Watermelon Balloons
Novelty Balloons
Envelope Asst's (10c RETAIL)
Box Asst's (25c RETAIL)

Write for Samples and 1922 Prices

THE MOHICAN RUBBER CO.
220 Miller Street
ASHLAND OHIO

CANADIAN AGENTS:
EVANS & CO., LTD., 247 St. Paul, St., Montreal

To Doll Manufacturers

BUY YOUR

MARABOU FUR TRIMMINGS

FLOWERS and FEATHERS

DIRECT FROM MANUFACTURER

We Make and Carry Largest Stock in Country.

LARGE VARIETY OF COLORS.
QUALITY UNEXCELLED.

SEND FOR SAMPLE ASSORTMENT

SIMON BLOOM
Telephone 1832 Spring
596 Broadway New York



DOLLS AND NOVEL-TIES

We are showing a fine line of new Novelties, Dolls and Toys. When in New York, stop at our show rooms and receive our personal attention.

Inquiries by mail attended to promptly

FOULDS & FREURE, Inc.
"The House of Doll Hospital Supplies"
83 Chambers Street NEW YORK, N. Y.

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FANCY PAPER EASTER EGGS

A truly wonderful line. From the smallest made to one as large as a watermelon, in designs of Pictures, Flowers, and Comics. Prices to retail from 5c to $5.00 each. Unsurpassed for beauty and variety. All in stock for immediate delivery.

Snapping Mottoes—We now have the largest sale in America, and our constantly increasing sales show that for high class goods, we must be quoting very cheap prices.

China Kewpie Dolls—China Kewpies, classily dressed, instant sellers. Prices from $4.50 per dozen upwards. Try them and see.

Miniature Dressed Celluloid Dolls—50 different styles. Brides, Grooms and a dandy unique variety at $1.50 per dozen. Try a few dozen assorted.

Catalog free on request.

B. SHACKMAN & CO., 906-908 Broadway at 20th St., New York City

An Oyster Stew.

They used to say of the late Louis James that he was one of the greatest humorists and practical jokers in stage history. It is recounted of him that on a certain occasion, in one of the Shakespearean tragedies, having to shake hands with a brother tragedian, he left clutched inescapably in the latter's fist a fat, raw oyster, which the unfortunate individual was obliged to keep by him through the remainder of the scene.—*The Argonaut.*

"Wet" But Firm.

"Yes, sir, he says Henry were making $200 ev'y week, and he didn't pay but $40 protection.

"Las' Monday a federal prohibition officer came and say: 'You has got to move out, 'cause I gwine ter raid you on Wednesday, and I don't want to find no ev-i-dence here.'

"Henry say, 'I pay $40 a week for protection, and protection I'se gwine to git and don't you touch nothin' in dis here house.'

"And Henry say didn't nobody raid him!"—*From the report of a liquor case in a Richmond (Va.) paper.*

Fitting Text.

A colored preacher in Alabama had at one time served a short jail sentence and was fearful lest his congregation discover the fact, as in his later years he had been a model of rectitude. One Sunday, rising to begin his sermon, his heart sank to see a former cellmate sitting in the front row. Quick thinking was necessary. Fixing his eye on the unwelcome guest, the preacher announced solemnly: "Ah takes mah text dis mo'nin' from de sixty-fo'th chaptah and fo' hundredth verse of de book of Job, which says: 'Dem as sees and knows me, and says nothin', dem will Ah see later."—*The Argonaut.*

Here's A Few New Dolls

Musical
Toddling
Walking
Mama
Crying
Kindergarten
Composition
Play Mates
Carnival
Soft Body

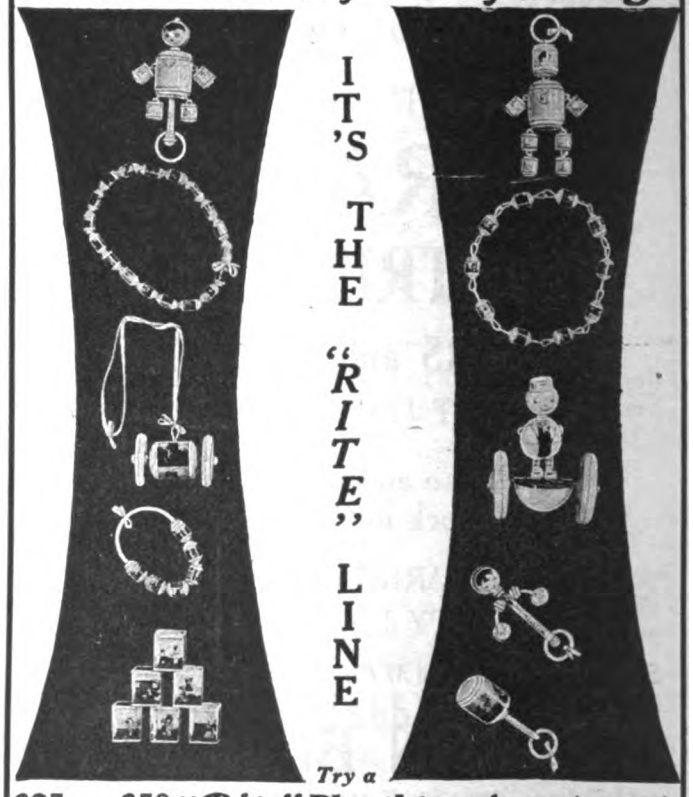
DOLLS

200 Styles from 25c to $1.00

REISMAN BARRON CO.

121 Greene St., N. Y.

"Rite" Baby Playthings



Try a

$25 or $50 "Rite" Plaything Assortment

READY FOR IMMEDIATE PARCEL POST SHIPMENT

Leo Morse, Inc. 119 West 42nd Street, Between Broadway and 6th Avenue, New York

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To Progressive Toy Dealers

You really cannot afford to overlook sending for our latest price list and literature on the GRO-KAR, the original adjustable Four-in-One Three-Wheel Car—and the DUCKY-DOO original Rocking Dock.

GRO-KAR

DUCKY-DOO





Hundreds of thousands of these items have been sold during the past four years, and the demand during 1922 will be greater than ever.

WOODSTOCK MANUFACTURING CO.

Rochester, N. Y.

Whitman Publishing Company

RACINE, WIS.

Ideal Books
for Children

The Whitman Juvenile Stationery

Largest Assortment of Penny Paper Specialties

CUTOUT PICTURES
- Furniture
- Juvenile Dolls
- Dotty Dolls
- Regular Dolls
- Military
- Games
- Farms, etc.
- Masks (4 kinds)

STRIP PICTURES or MATCHING CARDS
- Baseball Stars
- Movie Stars
- Prize Fighters
- Comics
- Presidents
- Young America

TRANSFER PICTURES 10 kinds

NEW PENNY ITEMS (JUST OUT)

Kiddiegraph Motion Picture Booklet
Magic Wonder Books
1c Picture Painting Books
Donkey Party Game
Patch Up Cut Out Puzzle
Movie Actor Cut Outs
Fairy Card Games
Moviescopes

Don't fail to see our line of

WATER COLOR PAINTING SETS and OUTFITS 5c to $1.50

Ask to see our line at all commission houses

UNIVERSAL TOY and NOVELTY MFG. CO.
2336 Third Avenue NEW YORK CITY

GLOBE

BEARS CIRCLE THE GLOBE

Established 1906

Teddies
Whistling Teddies
with voices in paws or bodies
Voice in Paws, an exclusive patented feature
Dancing Bears in Overalls
with nose ring and chain
Complete Line of Jointed Bears, 10 to 26 inches high
Strolling Bears
In 3 sizes—Colors, Cinnamon or Beaver



And a High Quality Line of
TEDDY BEAR MUFFS
All of Best Quality Plush in
CINNAMON, BEAVER AND WHITE
Deal With Headquarters

GLOBE TEDDY BEAR CO.
Largest Bear Manufacturers in the World
Telephone Glenmore 3177
501 Christopher Ave., Brooklyn, N. Y.

Permanent Display at the Bush Terminal Sales Bldg.
130 W. 42d St., New York Toy Division, 8th Floor

BEARS

THE WORLD'S STANDARD SINCE 1906

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IONA MAKES ANOTHER GOOD MOVE

In order to consolidate our business under one roof we have moved to

890 Broadway, New York
Corner 19th Street

WHERE WE SHALL BE GLAD TO GREET OUR FRIENDS

Inasmuch as this is our headquarters with everything under one roof we are now able to serve our customers more efficiently than ever.

IMPORTED & DOMESTIC TOYS

Factory Shipments—Stock

IONA SPECIALTY CO., Inc.

Bells and Bell Toys

From Our Catalog No. 41



Get this catalog if you want to see the best line of Bells and Toys—a line of great variety and superior selling qualities.

The N. N. Hill Brass Co., East Hampton, Conn.

New York Representatives: Riemann, Seabrey Co.
11-15 Union Square, West. Broadway and 15th Sts.

LIND STROM MECHANICAL TOYS

A New
Climbing Monkey
made to retail at 15c



We also make 3 sizes of Spinning Tops, and 5 different kinds of Self-Propelled Autos.

Send $5.00 today for a sample line for inspection

Catalogue and price list on request

The Lindstrom Tool & Toy Co.
50 Silliman Ave.
BRIDGEPORT, CONN.

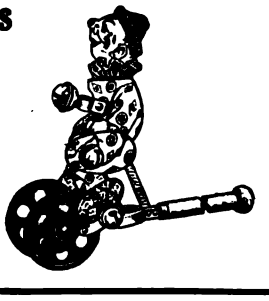


Toys "with Bells on"

Many new items at popular prices added to our line of Toys with Bells—the standard for years

REINS
RATTLES
CHIMES
JUMPING ROPES

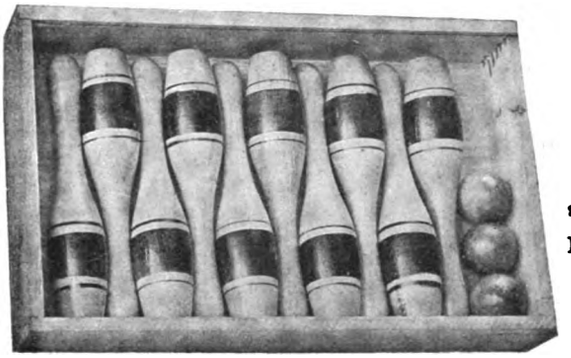
STRAP-BABY-IN and TODDLE REINS
NURSERY DOOR STOP and TOY CAT
CARNIVAL and HALLOWEEN HATS
SWINGING CLOWNS



The Kirby Manufacturing Company
53 Hubbard St., Middletown, Conn.

TOY FAIR HOTEL BRESLIN, ROOM 609, MR. E. S. COE

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TOYS THAT BRING GOOD TIMES

BO-HO TEN PINS
Made in 3 sizes
Attractively striped in colors
Each set packed in subsantial WOODEN BOX



Made in 2 Sizes
WIZARD retails for 10c **JUNIOR retails for 5c**
Attractive proposition to jobbers and selling agents
Write for descriptive circular and prices
We manufacture special doll and toy parts of all kinds

BOGERT & HOPPER, Inc. **71 Barclay St., New York**

ATTENTION OF JOBBERS

Our New Factory Is Equipped to Manufacture

Novelty Dolls
Doll Heads
Legs and Arms

For Outside or Inside Joining



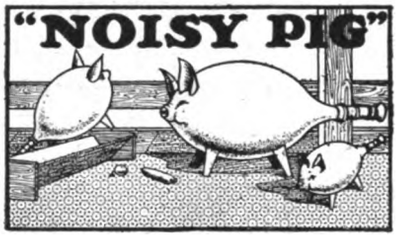
16 Inches High
Made in Two Different Designs With or Without Wig and Dressed in 6 Different Costumes.

Made of Best Woodfibre Composition
Beautiful Finish

Don't Fail To See Our Line

THE JOYDOLL CORP.
465-7-9 West Broadway, New York, N.Y.

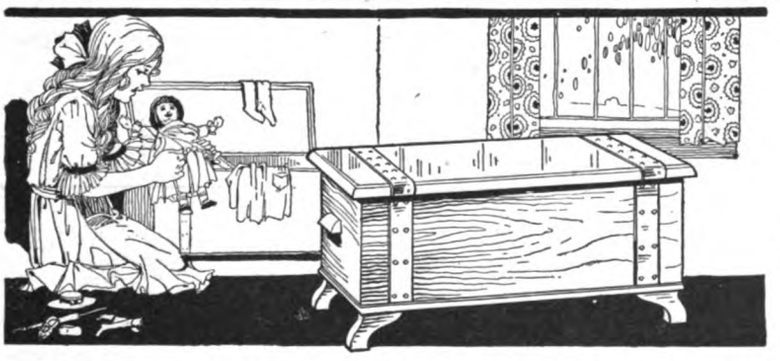
NOISY PIG BALLOONS



The latest novelty in balloons. Samples and prices on request. A rapid ten-cent seller. Each balloon packed in an envelope.

Secure our prices on "OAK BRAND" balloons before you buy. Right prices and right quality.

THE OAK RUBBER CO.
RAVENNA, OHIO
Manufacturers of Over 150,000 Balloons Daily



"Cedar-Craft"

The Child's Red Cedar Chest

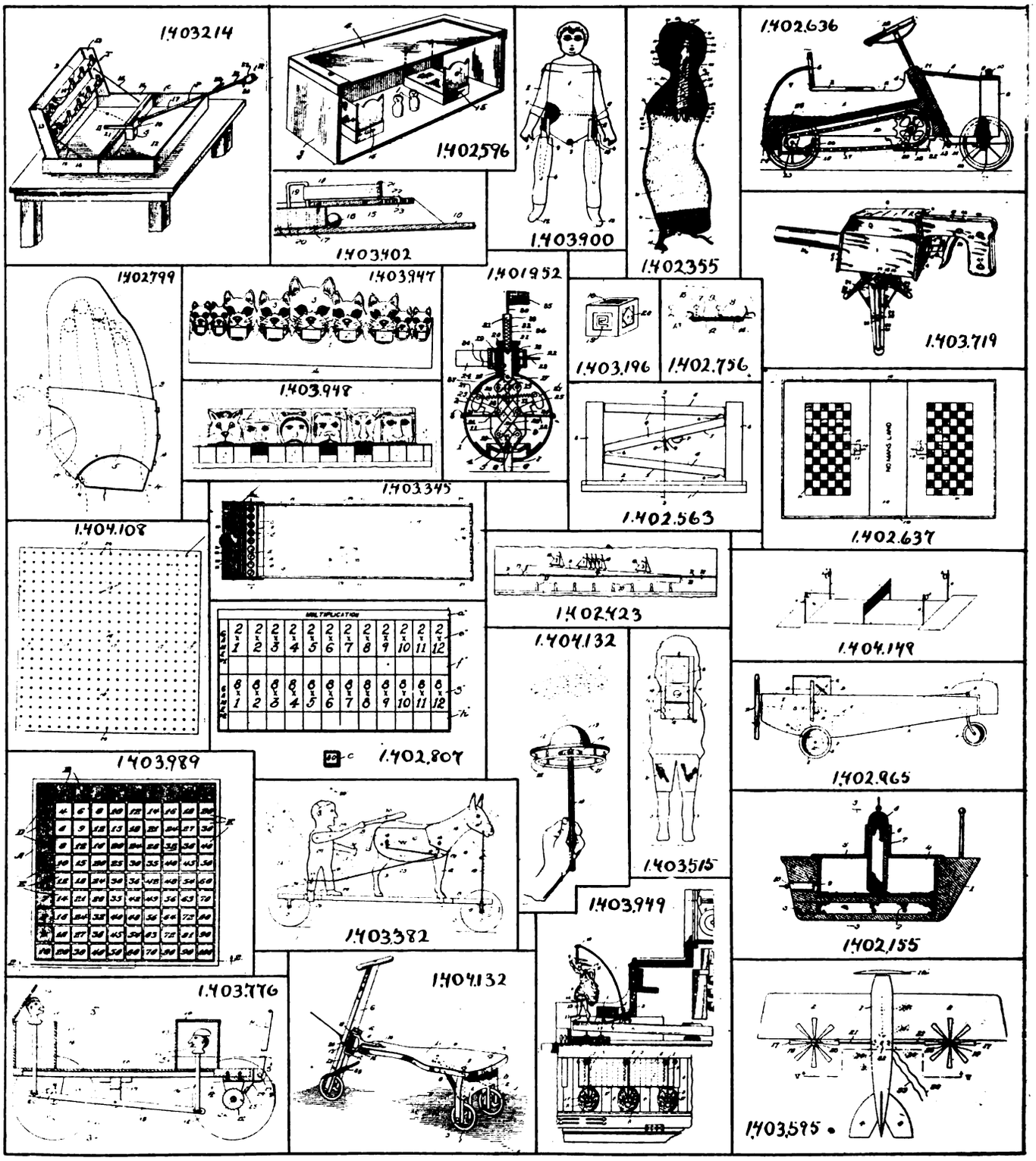
Made in a Variety of Styles

See them at our New York address or write for new catalog

JOS. A. BROWNE & SON, 221 Fourth Ave., New York, N. Y.

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PATENTS RECENTLY ISSUED



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RECENTLY ISSUED PATENTS

Of Interest to Toy Dealers and Manufacturers

1,403,900. WALKING DOLL. Fred Evans, Summitt, N. J. Filed Dec. 29, 1919. Serial No. 347,972. 3 Claims. (Cl. 46—40.)

1. In a walking doll, the combination with a torso having a passage extending through it from side to side, of limbs having their upper portions attached pivotally to the torso below the mouths of the said passage, and a cord passing movably through the said passage in the torso and having its ends connected with the upper portions of the said limbs at a distance from the said pivotal points of the limbs whereby when the lower end of one limb is held stationary and the torso moved forward the cord will be drawn upon and the other limb raised and swung forwardly.

1,404,108. GAME. Russell E. Flajshans, Angola, Ind. Filed Jan. 25, 1921. Serial No. 439,726. 2 Claims. (Cl. 46—21.)

1. A game comprising a board arranged to provide a central row of forts, a battlefield upon opposite sides of the forts, home territory upon opposite sides of the battlefield and a plurality of game pieces of different values representing "kings," "captains," "line pawns" and "diagonal pawns" of distinguishing color.

1,404,149. APPLIANCE FOR PLAYING AN INDOOR OR OUTDOOR GAME. Wilfred Maurice Short, Croydon, England. Filed Oct. 3, 1921. Serial No. 505,206. 6 Claims. (Cl. 46—59.)

1. In a game appliance adapted to be used on a field of play, a support near one end of the field of play, a target on said support and serving as an objective for a game piece and a net arranged transversely of the field of play and between the position of a player and the target.

1,403,989. ARITHMETICAL GAME. Henry Verneau, St. Louis, Mo., assignor of one-half to Harry A. Redheffer, St. Louis, Mo. Filed May 17, 1920. Serial No. 381,829. 3 Claims. (Cl. 35—2.)

1. A game comprising a board on which is inscribed a multiplication table, and a complement of separate playing pieces correspondingly numbered with the numbers of the respective divisions of the table, certain of said pieces constituting the multiplicands and multipliers, being distinguished from the remainder thereof constituting the respective products.

1,403,948. JUVENILE BLOCKS. Walter C. Hadley, New York, N. Y., assignor to Central Talking Machine Shop, Inc., New York, N. Y., a Corporation of New York. Filed Aug. 20, 1920. Serial No. 404,967. 2 Claims. (Cl. 46—40.)

1. A set of juvenile blocks, each being substantially cubical in form, and each being provided upon one of its faces with a representation of the upper part of a head, with the upper jaw coincident with the base line of such surface, such blocks being adapted to be supported upon the white keys of a piano, so that a white key will simulate the lower jaw of the figure.

1,403,949. TOY. Walter C. Hadley, New York, N. Y., assignor to Central Talking Machine Shop, Inc., New York, N. Y., a Corporation of New York. Filed Aug. 20, 1920. Serial No. 404,970. 3 Claims. (Cl. 46—40.)

1. A toy, comprising a base or support, a rocking lever pivotally connected thereto and having two arms disposed at an angle to each other, one arm of the lever extending beneath the base or support, to be engaged by a white key of a piano, the other arm of the lever extending upwardly and forwardly over the base, and a figure connected to the upper end of the upwardly and forwardly extending rim.

1,403,947. AMUSEMENT DEVICE. Walter C. Hadley, New York, N. Y., assignor to Central Talking Machine Shop, Inc., New York, N. Y., a Corporation of New York. Filed Aug. 20, 1920. Serial No. 404,965. 2 Claims. (Cl. 46—40.)

1. An amusement device, comprising a panel arranged to be supported in front of and to cover the ends of the white keys of a piano, a representation of a head on the front face of the panel and an opening in the panel positioned to represent the mouth of the head through which the end of one white key may be visible.

1,404,132. TOY. Harry Manes, New York, N. Y. Filed April 9, 1920. Serial No. 372,501. 4 Claims. (Cl. 46—59.)

1. In a toy, the combination with a tapered stick of a gyroscopic aerial top adapted to be horizontally spun thereon, projected upwardly therefrom and captured thereby, comprising a head having a tapered axial recess, a circumferential flange and a depending rim constituting a guard means adapted to embrace and co-act with the tapered portion of the stick to prevent dropping of the top should the pointed stick miss the recess during the capturing operation.

1,403,607. CHILD'S VEHICLE. John Kunst, New York, N. Y. Filed April 20, 1916. Serial No. 92,565. 2 Claims. (Cl. 208—165.)

1. A device of the class described, comprising a platform member and a steering member, means connecting said members together permitting movement of the steering member relatively to the platform member for steering the device, the steering member having a slot formed longitudinally thereof, and a foot rest having a part fixed within said slot, and having parts projecting at opposite sides of the steering member to be engaged by the feet of an operator.

1,403,595. AEROPLANE TOY. Michael Dykas, Chicago, Ill. Filed Sept. 22, 1921. Serial No. 502,372. 2 Claims. (Cl. 244—14.)

2. An aeroplane toy of the type described comprising a central body, lateral wings carried thereby, a shaft journaled in said body, a bevel gear fixed to said shaft within the body and a gear wheel fixed to said shaft beneath the body, horizontal shafts journaled on said body and wings, bevel pinions carried by the inner ends of the horizontal shafts in mesh with said bevel gear, a band spring associated with said perpendicular shaft and bevel gear, a perpendicular shaft journaled at opposite sides of the body, a horizontal propeller journaled on the upper end of each side shaft, gear connections between the side shafts and the horizontal shafts, and a tensioned catch rod associated with the gears secured to the lower end of the first named shaft for controlling movement thereof.

1,403,515. CARDBOARD AND LIKE TOYS. Thomas Mathews, Leicester, England; Annie Mathews and Henry W. Buckingham executors of said Thomas Mathews, deceased. Filed July 15, 1920. Serial No. 396,497. 2 Claims. (Cl. 46—40.)

1. A puppet toy comprising a flat figure having eye and mouth openings therein, a guide on the back of said figure, a flat member slidable on said guide and having eyes and a mouth thereon for exhibition behind said openings, a projecting finger piece on said member for operating the same, and a projecting holding piece on the back of the figure by which the latter may be held, said finger piece and holding piece being constructed to fold to a flat condition.

1,403,776. FIGURE WHEELED TOY. Rudolph C. Hartleb and Thomas J. Levey, Cambridge, Md., assignors to The Cambridge Mechanical Toy Co., Cambridge, Md., a Corporation of Maryland. Filed Feb. 12, 1921. Serial No. 444,451. 1 Claim (Cl. 46—45.)

In a device of the type described, a platform apertured adjacent each end and having depending bearing brackets, axles rotatably mounted in said brackets, supporting wheels secured to said axles, a receptacle mounted upon the upper surface of said platform adjacent each end thereof and in which the aperture is centrally disposed, said receptacles having open tops, a hinged cover for each of said receptacles, a bearing yoke depending from the platform intermediate the bearing brackets, a lever pivoted upon said yoke, standards pivotally and slidably connected with the ends of said lever, said standards being slidably mounted in the apertures of the platform, toy figures carried at the upper end of the standards, and a crank and link connection between one of the shafts and the lever, whereby the lever is oscillated as the vehicle is moved over the ground, said toy figures adapted to alternately raise the covers of the receptacles as the lever is oscillated and said covers adapted to gravitate in the closed position upon recession of the toy figure.

1,403,719. TOY GUN. Joseph J. Szepe, Pittsburgh, Pa., assignor to Keystone Die and Manufacturing Company, Pittsburgh, Pa., a Corporation of Pennsylvania. Filed March 5, 1921. Serial No. 450,025. 9 Claims. (Cl. 124—13.)

1. In a toy gun, a barrel therein having an opening for the deposit of a projectile in the barrel, a plunger reciprocable across the opening to prevent a projectile resting against it from dropping into the barrel and movable past the opening to allow the projectile to drop into the barrel, means for so moving the plunger, means tending to return the plunger forcibly to its normal position, means disconnecting the plunger and its moving means after the plunger has passed the said opening, a projectile magazine having means for feeding projectiles to the barrel, and a device for cutting off the feed of projectiles to the barrel when the plunger has uncovered the said barrel opening.

1,402,965. TOY AEROPLANE. Carter B. Robinson, Wyandotte, Mich. Filed Oct. 27, 1919. Serial No. 333,774. 2 Claims. (Cl. 208—42.)

1. A toy aeroplane, comprising a fuselage body having a cockpit therein and a seat within said cockpit, wings projecting laterally from said body, a rudder member in rear of the fuselage, supporting wheels for the fuselage, pedals for turning the forward wheels operable by the occupant of the cockpit, a tractor mounted at the forward end of the fuselage, a driving connection between the forward supporting wheels and said tractor for rotating the latter when the device is moving, a steering wheel operable by the occupant of the cockpit, connections between said steering wheel and the rudder, and a ground steering wheel connected with the rudder and operated therefrom.

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1,403,196. EDUCATIONAL TOY BLOCKS. Warren M. Rasely, Worcester, Mass. Filed Mar. 10, 1919. Serial No. 281,829. 1 Claim. (Cl. 46—35.)

An educational toy comprising a set of building blocks of regular geometrical shapes each of certain blocks having colored relief representations of different structural building materials on different faces thereof, said faces being adapted for piling one block on another, and other blocks having architectural and structural designs in colored relief on certain faces which are typical of different periods and of types of fabricated objects, the faces bearing these relief designs having extensive plane surface areas located adjacent and as high as the relief portions to form level bases for piling the blocks, and one side of a block being adapted to be used with a plurality of other block sides, whereby miniature houses may be built of the same blocks to suggest diversified styles of architecture modeled in materials of construction applicable thereto.

1,402,756. CONNECTER FOR TOY ELECTRIC RAILROADS. Albin Frohne, Chicago, Ill., assignor to American Flyer Manufacturing Co., Chicago, Ill., a Corporation of Illinois. Filed May 31, 1921. Serial No. 473,744. 4 Claims. (Cl. 191—32.)

1. The combination with a running rail and a third rail of a toy electric railway, of an electrical connecter including a plate of insulating material located beneath the bases of said rails, an inwardly facing clip on said insulating plate having a flange adapted to engage the outside portion of the base of the running rail, an electrical terminal connected to said clip, a clip of resilient material lying beneath the plate of insulating material and having its inner end secured to the plate of insulating material and its outer end extending beyond and upwardly past the end of the plate of insulating material and suitably formed to hook over the outside of the base of the third rail to thereby lock the connecter in place and establish connection with the third rail, an electrical terminal secured to the plate of insulating material, and a switch lever pivotally connected to the inner end of said spring clip and adapted to at times engage said last mentioned electrical terminal under the control of an operator, substantially as described.

1,402,799. GAME DEVICE. Lawrence F. Ryan, Yonkers, N. Y. Filed Aug. 18, 1919. Serial No. 318,412. 4 Claims. (Cl. 46—4.)

1. In a device of the character described a base and a hand strap having one end secured to one edge of the base and means for fastening the other end of the strap to another edge of the base, said strap being reversible upon the base, whereby the base may be secured to either hand of a user, said strap having a thumb opening.

1,403,214. GAME APPARATUS. Charles Weslow, Newark, N. J. Filed Mar. 5, 1919. Serial No. 280,710. 30 Claims. (Cl. 46—59.)

1. In combination, an inclined hurling device having a point of release and a point of discharge, said device being of adjustable length for varying the intensity of the hurling effort; and a releasing device mounted thereon.

1,403,402. CATAPULT FOR GAME BOARDS. Leonard Grasso, Washington, D. C. Filed Feb. 17, 1921. Serial No. 445,753. 2 Claims. (Cl. 124—15.)

1. A catapult for a game board embodying a passageway comprising a hammer slidable in the passage, said hammer being provided with a plurality of spaced sockets, an elastic band, means to attach the elastic band to the board, and means engaging the elastic band and engagable in any of the sockets selectively.

1,403,345. GOLF GAME. Carey Orr, Chicago, Ill. Filed Feb. 21, 1921. Serial No. 446,720. 6 Claims. (Cl. 46—61.)

1. In a game, the combination of means providing a plurality of adjacent recesses having distance designations associated therewith, means extending horizontally from the recesses for providing a graduated distance scale, and a map arranged to delineate a golf course and provided with symbols for designating the outline of the course and the distances, the distances gained by causing a golf ball to occupy said recesses being correlated with said map.

1,402,807. MATHEMATICAL GAME. Archie Tegtmeyer and Louis Schneider, Milwaukee, Wis. Filed July 2, 1921. Serial No. 482,058. 3 Claims. (Cl. 35—2.)

2. The combination of a game board subdivided by ruled lines in problem spaces and answer spaces and having problems printed in the problem spaces together with signs indicating the character of the problem to be performed and a series of playing members, some of which have printed thereon answers to the problems on the board, each playing member being adapted to be received in one of said answer receiving spaces whereby the player who first succeeds in filling all of the answer spaces with proper answers may be regarded as the winner of the game.

1,403,382. FIGURE TOY. Moultre A. Brewer, St. Louis, Mo. Filed Dec. 26, 1919. Serial No. 347,565. 5 Claims. (Cl. 46—45.)

3. In a figure toy, a wheel supported base, an animal figure mounted on the base and including rigid forelegs, pivotally supported hind legs, a body fixed to said forelegs, a neck pivotally connected to the body and a head for said neck, a human figure mounted on the base to the rear of said animal figure including a leg pivotally connected to said base, a fixed arm having a stick extending therefrom adapted to normally rest upon the animal figure and a fixed arm extending into the path of movement of one of the hind legs of the animal figure, means for elevating the hind legs of the animal figure to cause one of the hind legs to strike one arm of the human figure and throw it into an inclined position with the stick removed from the back of the animal figure and means for restoring the animal figure and human figure to their normal positions after the kicking action of the animal figure.

1,402,355. CLOTHESPIN BAG. Emma Henderson, Harpersfield, N. Y. Filed July 19, 1918. Serial No. 245,597. 2 Claims. (Cl. 68—11.)

1. In a clothes pin bag a body portion formed of suitable flexible material and a frame portion disposed in the mouth bottom for the insertion of the stuffing material, legs attached to said casing forwardly of said bottom opening, and a flap so dimensioned and secured along its forward edge as to extend rearwardly below said opening as a closure therefor, with the remaining edge of said flap secured around the rear bottom edge of said casing, substantially as described.

1,401,952. SPINNING TOP. Setrak Asaturian, New York, N. Y. Filed Apr. 3, 1920. Serial No. 371,078. 7 Claims. (Cl. 46—32.)

1. The combination with a spinning top, of a standard telescopically mounted therein, an object telescopically mounted in said standard, means for retaining said object in retracted position in the standard when the top is at rest, means for retracting the standard into the top when the latter is at rest, and means for positively projecting the standard from the top and the object from the standard when the top spins.

1,402,155. SUBMARINE TOY. Albert L. Fierlein, Batavia, Ill. Filed Oct. 28, 1920. Serial No. 420,271. 5 Claims. (Cl. 46—37.)

1. A submarine toy, comprising a body portion having an air chamber adapted to be filled with water provided with an upward tubular extension, and a removable overweight fitted in said extension and adapted to close the same against ingress of air; said device being of greater specific gravity than water when said air chamber is filled with water, and of less specific gravity than water alternatively either when said chamber is filled with air or when the overweight is removed.

1,402,636. TOY VEHICLE. Frederick H. Miller, New York, N. Y. Filed Oct. 20, 1920. Serial No. 418,163. 3 Claims. (Cl. 208—42.)

1. A vehicle body comprising a single piece of material having a lower face and a slot therein, a sprocket and chain co-operatively associated with the body portion and adapted to be disposed in said slot whereby the sprocket and chain are substantially enclosed by the slot, said slot being of a width only slightly larger than the width of the sprocket and chain, whereby the slot acts as a substantially complete housing for the sprocket and chain.

1,402,563. TOY. Murray R. Bodine and Sylvester B. Dunlap, Muncy, Pa. Filed Feb. 17, 1920. Serial No. 359,289. 1 Claim. (Cl. 46—61.)

A toy of the class described comprising a base having a flange around its edge to form a tray, a pair of posts supported on the base adjacent the ends thereof, a number of strips having their ends connected with the posts, said strips being inclinedly arranged and placed one above the other and being of trough shape in cross section to form a runway and each strip having a hole adjacent one end for permitting a ball to drop therethrough, a bell secured to the lower face of one strip and a hammer pivotally mounted on said strip adjacent the bell and having a part projecting into the trough.

1,402,596. GAME OR TOY. Milfred L. Greenstreet, Maplewood, Mo., and Frederick G. Roedell, Dubuque, Iowa, assignors of one-third to Arthur G. Kennel, St. Louis, Mo. Filed Nov. 20, 1920. Serial No. 425,308. 4 Claims. (Cl. 46—41.)

2. A game or toy employing a plurality of tumbling objects and miniature representations of beds enclosed in a suitable box, said beds having covered depressions near their head boards.

1,402,423. RACE GAME APPARATUS. John D. Holm, New York, N. Y. Filed May 24, 1920. Serial No. 383,709. 40 Claims. (Cl. 46—56.)

1. The combination of a racing-table having tracks, carriages running on said tracks, racing objects mounted upon the carriages, means for tilting the table up and down, and manually controlled means for arresting the objects, said table having channels in which rails are laid.

1,402,637. GAME. Guy Miller, Springville, La. Filed July 22, 1920. Serial No. 398,067. 2 Claims. (Cl. 46—59.)

1. A game consisting of a game board having two playing fields located adjacent to its opposite ends and a central space between said fields constituting a dormant area, each of said playing fields having a checkered surface provided with a flag space in advance thereof, a set of movable and over-turnable pieces on each checkered surface.

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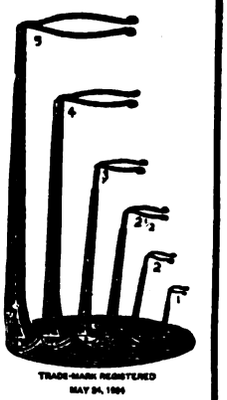
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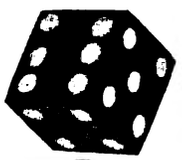
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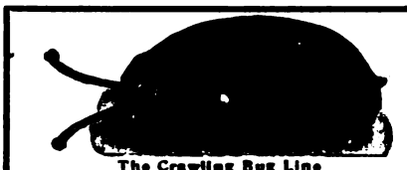
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WHEEL TOYS and INFANTS' FURNITURE
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An all year Game for everyone
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Full Line Always Ready for Delivery.

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Pinwheels — Rattles — Favors—
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If it is in
Celluloid
we can make it.
Send us specifications to figure on.
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Apex" Dart Games sell the year round
"APEX" DARTS
The Points will not pull out
A larger "Apex" Dart is ready
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30-32 Stirling St. Newark, N. J.
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FROG AND LOCUST SNAPPERS
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EASTER RABBITS
AMERICAN MADE TOY COMPANY
JOBBING TRADE
61 Pennsylvania Avenue BROOKLYN, N. Y.

GREY IRON CASTING CO.
MOUNT JOY, PA.
GUARANTEED IRON TOYS

ENGLISH A LA JAPANESE.

Advertising in Toys and Novelties brings interesting letter from Japan.

TOYS AND NOVELTIES is read in Japan as well as in many other parts of the world. The Griebel Games Co. of Seattle, Wash., is in receipt of a letter from Kobe, which illustrates the point. The English is a little bit twisted but the meaning in most places clear. We quote a few paragraphs from the letter:

Messrs. Griebel Games, Co., U. S. A.

Dear Sir:

Your esteemed firm which has been recommended to us by the magazine, TOY NOVELTIES, that you are specially manufacturers of the TOY-GAMES in your city.

As we are highly interesting to purchase these item, in wholesale job lots, and are pleased to get in touch with you by this opportunity, therefore, if possible, please kindly submit us your manufacturing line of all kind of TOY-GAMES, with your lowest export price-list, by the registered parcel-post, when you handed this letter. But, considering that we are far located with your country, and you are hesitated to do such a sample shipment, but if really would not trust us, you may kindly tell us your completed sample value, by your return mail. From this we shall be send you NEW YORK DRAFT IN CASH. Then, therefore, you can easily rest assured to send these samples request, or if little rely upon us you may kindly attached SIGHT DRAFT through your banking reference in our city by the registered parcel-post.

And please note that we are largest contractors to the many largest & well-known department-store & retailers, in this country, so that we think we can purchase your products, continually from time to times.

Awaiting to hear from you further by the earliest mail, & we hope to have the pleasure to doing business with you, by this opportunity. We are, dear sir.

Yours very truly.

The New York Made Toy Co., manufacturers of stuffed animals, have changed both their name and address. They are now known as the New York Stuffed Toy Co. and the address has been changed from 25 West Houston St. to 162 Wooster St.

Eugene Stekette, of Stekette & Sons of Grand Rapids, was a caller at the New York office of Toys and NOVELTIES, Feb. 9th. He reports that they are doing a large per cent of their buying now.

Necessary Safeguard.

"There is no chance of my ever adjudging the wrong man insane," says a Topeka alienist. "Whenever I am called in on an insanity case I always have some one point the patient out to me before I make the examination."—*The Topeka Capital.*

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"JAXON" DOLL STANDS

(ADJUSTABLE PATENTED)

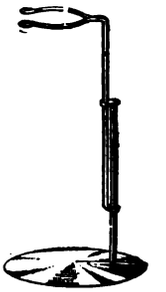
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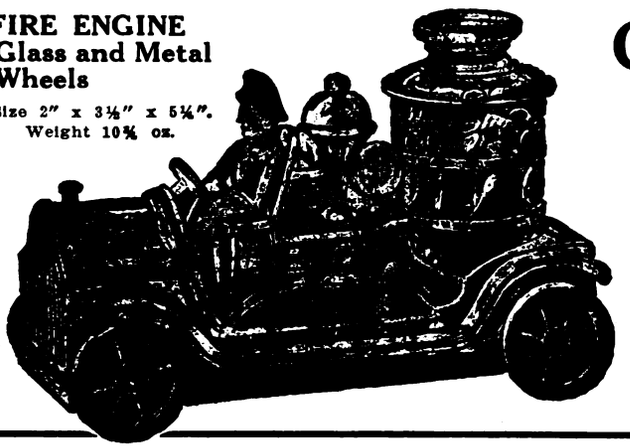
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Glass and Metal Wheels

Size 2" x 3⅛" x 5¼". Weight 10¾ oz.



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Bear Wheel
Revolvers
"Kolt" Automatic
Locomotive
Coupe
Telephone
Dancing Bear
Phonograph

Victory Glass Co., Jeannette, Pa.

Specialists in Glass Toys

Bearilously Near.

"I've been in camp," said one of a group in the local grocer's who were exchanging stories of adventure, "and only came down yesterday. One morning last week I struck the trail of a bear and followed it till about half-past four that afternoon before giving it up."

"What made you quit after putting in a whole day's work?" asked one of his listeners.

"Well, to tell the truth," replied the first speaker, shifting his weight ponderously from one leg to the other, "it seemed to me the trail was getting altogether too fresh."—*Harper's Magazine.*

Salvaging the Wreck.

"So you loved and lost?"

"Well, no, I didn't lose exactly. You see, when she returned my presents, she accidentally put in some of the other fellow's."—*St. Louis Christian Advocate.*

Ready for the Penalty.

Landlord—"You didn't pay the rent for last month."

Tenant—"No? Well, I suppose you'll hold me to your agreement."

Landlord—"Agreement! What agreement?"

Tenant—"Why, when I rented, you said I must pay in advance or not at all."—*Detroit Free Press.*

Probably

She—"What makes the leaves turn red in the fall?"

He—"They are blushing to think how green they have been all summer."—*Burr.*

Too Much

Personally we think it is nice for a man to be always cheerful, but it gets on our nerves for a dentist to sing at his work.—*Dallas News.*

OUR NEW RIFLE

IT SHOOTS THE HARMLESS RUBBER-TIPPED ARROW



Beautiful in Design and Finish of Stock
Will Shoot a Long Distance With Accuracy

PRICE LIST

1900 Model Rifle, with Arrow and Target, Bronze.....$18.00 per doz.
Extra Arrows for 1900 Model Rifle..... 1.80 per doz.

The Elastic Tip Company, 370 Atlantic Ave., Boston, Mass.

Don't forget our pistol which shoots the harmless rubber-tipped arrow. It is just as popular as the rifle.

ORDER FROM YOUR JOBBER

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New Big Line of Silver and Colored CHRISTMAS TREE ICICLES



Greatly Reduced Prices Place Your Order NOW for Future Delivery.

—Also—

ARTIFICIAL SNOW and Holly Metal Wrapping Paper

Ask for Samples

MUTUAL NOVELTY MFG. CO., 1119-23 Washington Blvd. CHICAGO, ILL

We have over 150 numbers in various sizes

Send for Catalog and prices

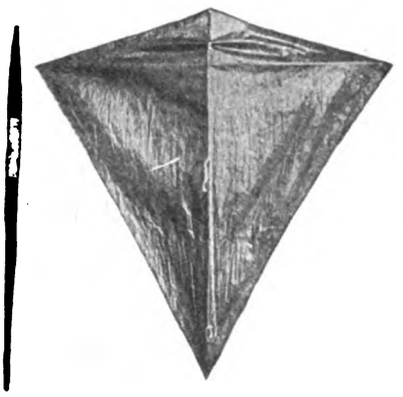
Original Toy & Novelty Co.

522-524 Dumont Ave.
Brooklyn N. Y.



E-Z-FLY TRADE MARK

TAIL-LESS **KITES** FOLDING



George D. Wanner & Co., 204 E. Fifth St., Dayton, O.

Fickle Favor.

"Weren't you encouraged by the manner in which your audience applauded?"

"Not much," admitted Senator Sorghum. "A lot of those folks will go downtown tonight and cheer just as hard at a vaudeville show."—*Washington Star.*

Safe and Sane.

It is reported that on humanitarian grounds America has decided to give up playing football and get back to the old-fashioned lynchings.—*Punch (London).*

Reincarnated Immortals.

Headline—"Dante Lectures at Amherst." And as a bookstore window card announces, "Dickens Works Here Today for $5."—*Boston Transcript.*

MONTGOMERY WARD LOSS FOR YEAR $9,887,306.

Montgomery Ward & Co.'s operating loss for last year was $2,954,370; depreciation and loss in inventories totaled $4,725,929; depreciation in factory plants, $361,000; loss in value of securities held in treasury, $562,437; loss on and allowance for accounts receivable, $890,000; deferred reorganization expenses, $170,574.59; miscellaneous adjustments, $223,085.71.

This makes a total loss for the year of $9,887,306. These facts became known when President Theodore F. Merseles submitted his annual report to the stockholders.

Recommendations of Directors.

The directors of Montgomery Ward & Co., in notifying stockholders of the annual meeting on Feb. 20, to elect directors and to vote on the directors' recommendation to amend articles in corporation and make changes in authorized capital stock, point out that if the capital stock were to remain as at present, no dividends could be paid on any stock until $7,677,604.94 deficit had been made good.

The directors recommend the reduction of the authorized capital by cancelling the preferred stock unissued or in the treasury and all class B stock, and by changing common stock now having no par value to a par value of $10, which last action will eliminate the deficit and allow dividends to be paid out of future earnings on all classes of stock.

The directors have adopted a resolution to the effect that none of the surplus thus created shall ever be used for dividends on any stock. They believe that dividends should be paid only from surplus from earnings hereafter made.

Mr. E. F. Ochs has been appointed assistant buyer to Mr. George A. Booth for the toy department of The H. & S. Pogue Company, Cincinnati.

Riches Have Stings.

"Would you marry a man for money?"

"No," replied Miss Cayenne. "I'd prefer a husband in moderate circumstances to one who is in a perpetual flurry about his income tax."—*Washington Star.*

A Musical Expert.

"A" Operator—"Has Marjorie any education along musical lines?"

"B" Operator—"I should say so! Name any record and she can tell you what's on the other side!"—*Telephone Review.*

The Boss—"What do you mean by such language? Are you the manager here or am I?"

Jones—"I know I'm not the manager."

The Boss—"Very well, then, if you're not the manager, why do you talk like a blamed idiot?"—*The Stenographer.*

"What makes you say that the lady is as pretty as a picture?"

"Well, you see, I was thinking of modern art."—*Meggendorfer Blaetter (Munich).*

TOYS

DOLLS and NOVELTIES

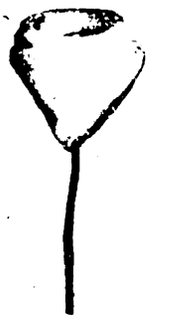
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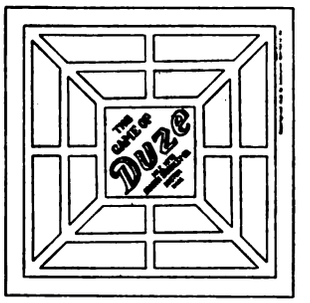
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"Buddie Toys"
25 Numbers
25c to 1.00 RETAIL 25c to 1.00
PUSH AND PULL TOYS—HORSES
WAGONS—ACROBATS, ETC.
Wonderful Workmanship and Artistic Finish
Send For Particulars
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Rose Candle Holders
BIRTHDAY CANDLES
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AND FAVORS

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TIN PAILS NOISE-MAKERS
5c MEGAPHONES RUBBER BATHING CAPS
FAVORS CARNIVAL DOLLS
IMPORTED & DOMESTIC
DOLLS — TOYS — NOVELTIES — BASKETS
EDWIN E. BESSER CO., INC.
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A New Game
of great interest at a low price. Not a seasonal game, but one that sells the year round. Jobbers and Dealers wanted everywhere. Write for quotations on quantities.
Sample mailed on receipt of 30 cents.
BEACON SPECIALTY COMPANY
2 Market Street Boston 14, Mass.

COMPLETE NEW LINE
of
Popular Price Tool Chests
that meets the demand for boys at all ages. Chests are made from selected lumber in mission green high varnish finish.
Manufactured by
HESSLEIN, SONS, Inc.
93-95 James St., NEWARK, N. J.

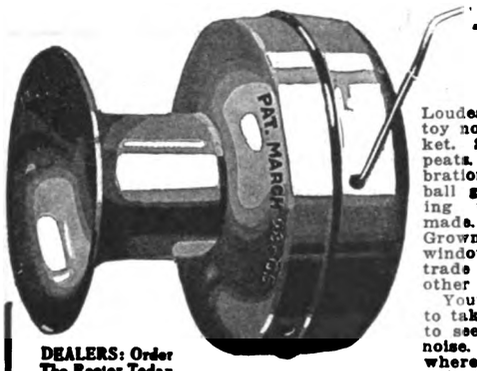
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New York's
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ANIMALS

Made of Highest Quality Plush
Long and Short Pile
CATALOG SENT ON REQUEST
TEDDY BEARS—All Sizes
EASTER RABBITS—DOGS—CATS—ELEPHANTS, etc.
LARGE VARIETY
New York Stuffed Toy Co.
160-162 Wooster Street NEW YORK

Have you seen or had particulars about
The Only Practical Doll's House
"MY DOLLIES' BUNGALOW"
Pat. applied for. Copyrighted, I. M. S. Co., Inc.
Now on display Room 369 Hotel Imperial, New York City
Made only by
INVENTORS MERCHANDISING SERVICE CO., INC.
1476 Broadway, New York City
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Jobbers—Agents—Write Now
IMSCo PRODUCTS

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The Seiss
ROOTER

Loudest fun maker and toy novelty on the market. Sells fast and repeats. For public celebrations, conventions, ball games, home-coming weeks. Strongly made. Fits the pocket. Grownups buy it. A window full will draw trade better than any other display.

Young and old eager to take them apart just to see what makes the noise. Meets the demand where merrymakers need noise to vent enthusiasm.

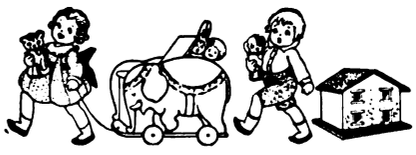
DEALERS: Order The Rooter Today

Carry the greatest toy novelty on the market. The demand is tremendous. Nationally popular. Patented. Nothing like it on the market. Send for descriptive literature on how to sell the Rooter and the famous Seiss Signalling Devices.

THE SEISS MFG. COMPANY, Dept. T, Toledo, Ohio

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DICE
IMMEDIATE DELIVERY

GELARDIN & COMPANY
IMPORTERS AND EXPORTERS
33 UNION SQUARE WEST NEW YORK



RICHARD G. KRUEGER
Manufacturer of
HAND PAINTED TOYS, NOVELTIES
NURSERY FURNITURE, Etc.
395 Fourth Ave. New York
(Corner 28th Street)



REYNOLDS CATNIP MOUSE
$11.60 profit in every gross
CAT-chy NOVELTY—STEADY REPEATER
Makes every cat and kitten playful and healthful. Cloth mouse filled with catnip. Ideal attraction for window display. Mice packed in display boxes. Retail 15c. Price $10 gross. Order a gross for your window and see how fast they go.
THE H. B. REYNOLDS MFG. CO., Box 8, MT. VERNON, OHIO

No Use.

"Can I be of any assistance?" asked the sympathetic motorist of a man who was looking unutterable thoughts at a disabled car.

"How is your vocabulary?"

"I'm a minister, sir."

"Drive on."—*Birmingham Age-Herald.*

WANTED—FOR SALE, ETC.

Advertisements under this heading are five cents per word payable in advance.

FOR SALE—ALL KINDS OF THIN LUMBER, IN WALNUT, OAK, MAHOGANY—We manufacture veneers and lumber right here in Chicago and can furnish anything in cabinet woods promptly. The Dean Spicker Co., 22nd St. and So. Crawford Ave., Chicago. Tel. Lawndale 7000.

A large German manufacturer of clay marbles of highest quality seeks an energetic representative who is well acquainted with Department Store, Toy Jobber and other trades handling these goods. Address with references "Marbles," P. O. Box 421, City Hall Station, New York City.

SALESMEN WANTED:—Due to new sales policy, we need sales representatives for various territories to sell the well-known Uajustit Car—now known as the Gro-Kar—the original adjustable to four sizes, three-wheel car. Our large scale production has permitted us to recently reduce prices on this high-grade product, as well as on our Duckydoo—the original rocking duck for your youngsters. Hundreds of thousands of these items have been sold during the past four years.

Only those men who are familiar with the retail toy trade who are now handling representative lines, will be considered. Straight commission basis of compensation on all orders coming from respective territories. Write at once, giving us details regarding territory covered, other lines handled, etc. Woodstock Manufacturing Co., Inc., Rochester, New. York.

MANUFACTURERS—Selling organization carrying own accounts and with warehouse and shipping facilities, covering New York, New Jersey, Pennsylvania and surrounding territory, desires additional lines. Address C. M., care Toys & Novelties.

FOR SALE—Patrol, a new parlor card game; U. S. patent No. 1,396,795. Address H. S. Vogel, Box 73, Columbia, Missouri.

Large Family Size

The latest fad in the United States is for men to carry photographs of their wives inside the crowns of their hats. An enterprising firm is specializing in extra large crowns for the State of Utah.—*Eve.*

Powerful Remedy.

Professor Coué thinks that many illnesses can be cured by suggestion. The mere suggestion of the doctor's fee often has the desired effect.—*Punch (London).*

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Zeller Lacquer Mfg. Co..... 164

Force of Habit.

"Why was Dr. Kutter so severely reprimanded by the club librarian?"

"They caught him absent-mindedly removing the appendix from the book he was reading."—*The American Legion Weekly.*

Dangerous Pastime

A "peace" advocate declares that games which involve the pretense of shooting or injuring one another will soon be abolished. We have felt for some time that the French duel was doomed.—The Passing Show (London).

The Thrifty Scot.

Bix—"I wonder why a Scotchman always says 'hae' for 'have'?"

Dix—"Possibly it's on account of his thrift—he saves a 'v' every time he does it."—*Boston Transcript.*

Sensitive

"This morning I found a purse!"

"Did you take it back?"

"No. They offered a reward, and it hurt my pride."—*Der Brummer (Berlin).*

Save and Have.

Suggestions are being made that Germany should be allowed three years before making further reparation payments. By that time of course they may be able to buy another war.—*Punch (London).*

He Knows.

Elihu Mink of Long Island learned to make it from an advertised recipe and will not have any trouble making it any more. The funeral was held from the house.—*New York Evening Mail.*

Jarring Reasons

Jones—"We are coming over to see you tonight, old man."

Smith—"Good, but don't let your wife wear her new costume. I don't want mine to see it just now."

Jones—"Good heavens, that's the very reason we are coming!"—The Bulletin (Sydney).

Dad's Awful Fix

A tiny maid, held up to hear her father's voice on the telephone, burst into tears. "What are you crying for?" asked her mother.

"Oh, mamma," sobbed the child, "however can we get dadda out of that little hole?"—Morning Post.

Ready to Help

"Beg pardon, sir, but could you tell me if there is a man living in this hotel with one eye named John Hardly?"

"Maybe I could help you out. Do you know the name of his other eye?"—Black and Blue Jay.

Expert Advice.

"The lungs are best expanded by deep breathing," says one of our most brilliant medical men. This is much better than using a glove-stretcher for the purpose.—*Punch (London).*

The Odds Against Him

"Do you think you could care for a chap like me?"

"Oh, yes, I think so—if he wasn't too much like you."—The Bulletin (Sydney).

A Line to Get 'Em.

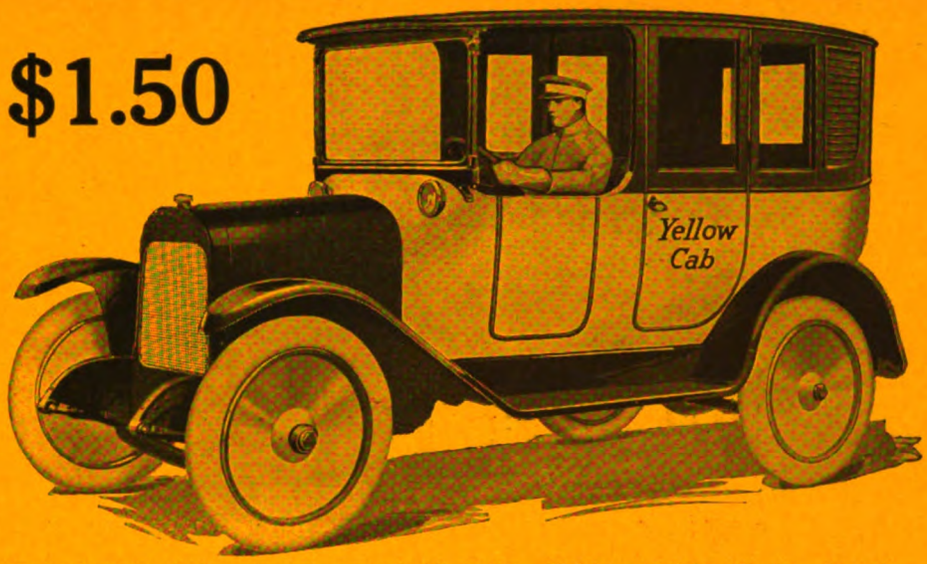
Who'll be the first dealer to advertise: "Get an automobile or an automobile will get you?"—*Greenville (S. C.) Piedmont.*

A Case for Prayer.

We are the posterity our forefathers prayed for—can you blame them?—*Evansville Courier.*

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Retail Price $1.50



Wheel base, six inches. Length over all, 9¼ inches. Weight, complete, 3⅝ lbs. Strongly made of cast iron, brightly colored. No works to get out of order.

YELLOW CABS ARE MONEY MAKERS

"Yes," you say, "but I'm in the **toy** business!"

That's what we mean—**toy** yellow cabs!

Look at the actual photograph below. Notice how even grownups crowd to see and buy—as many as ten dozen toy cabs a day are being sold at this stand.

And if they sell fast in the corner of a hotel lobby—think how fast you can roll up a profit with a row of these little fellows on a counter in your store.

The Toy Yellow Cab craze is just in its infancy. Everyone young and old is easily sold a cab.

Write us today for quantity prices and sample of this biggest toy sensation of the year.

ARCADE MFG. CO. **Yellow Cab Dept.** **FREEPORT, ILL.**



Look at 'em crowd to see—and **buy** these cute little cabs at the Hotel Sherman, Chicago

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Bradley's

THE WORLD'S BEST GAMES

MORE POWER

The earnest ambition of every dealer is to exchange the merchandise on his shelves for money to drop into his cash drawer. The greatest power to expedite such an exchange is national advertising.

Bradley advertising in the past years has proven itself a tremendous force in bringing good customers to every dealer in Bradley Games. This advertisement is

An Early Announcement To Early Buyers

that more advertising power will be devoted to moving Bradley Games this year than ever before. The Bradley advertising for 1922 constitutes the greatest campaign ever attempted by a manufacturer of games. The list of publications used will reach every magazine reading home in the United States, bringing Bradley Games before prospective customers in every walk of life and in every locality.

















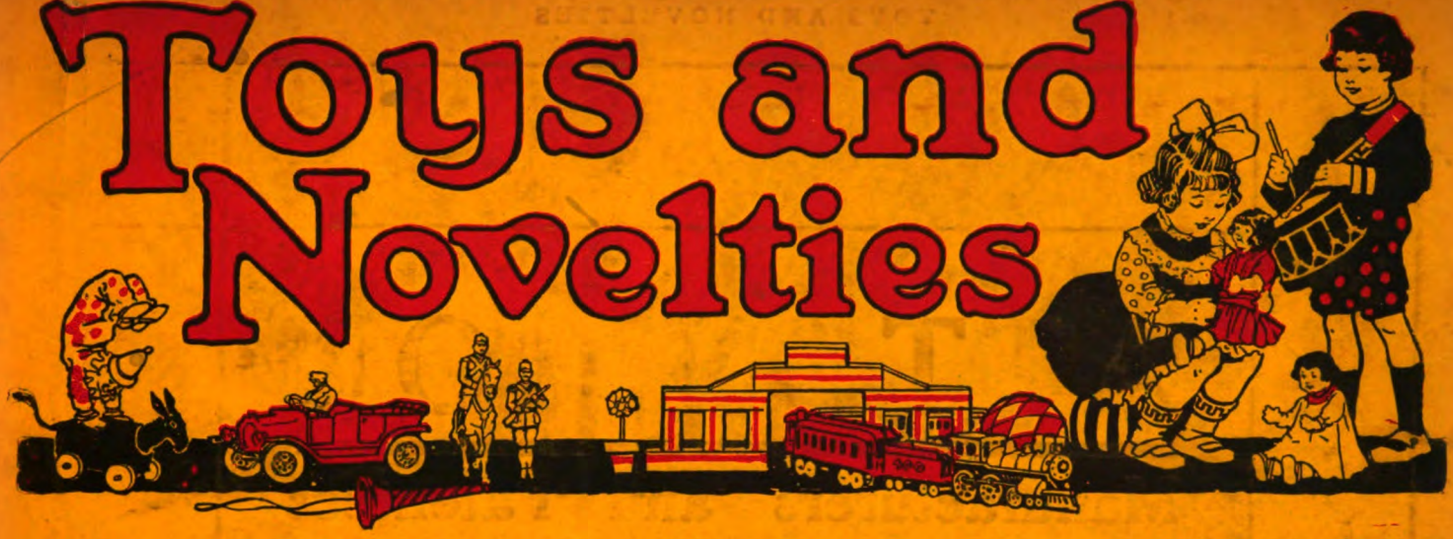
MILTON BRADLEY COMPANY
SPRINGFIELD, MASS.

New York Office: 221 Fourth Ave.
"On the Subway—One block from Broadway"

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CHICAGO TOY FAIR NUMBER

Toys and Novelties



Published monthly at 215 So. Market St., Chicago, Illinois. $2.00 a year in U. S. A.; $2.50 in Canada; $3.50 in foreign countries.
Entered as second-class matter, December 21, 1914, at the postoffice at Chicago, Illinois, under the act of March 3, 1879.

VOL. 19 | CHICAGO, MARCH, 1922 | No. 3

Bradley's
THE WORLD'S BEST GAMES

Two Great Features
of the
Toy Fair Show

BRADLEY'S GAMES
McLOUGHLIN BOOKS

Exhibited in New York
at 221 Fourth Avenue

In Chicago at the
Palmer House—Room 418

Don't Miss Seeing Them!



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ATTENTION

Manufacturers and Patentees

IF IT IS NEW
SEE US FIRST

Butler Brothers are always in the market for *New* DOLLS, TOYS, PLAYTHINGS and NOVELTIES.

Our Five Big Distributing Houses ship Toys to every corner of the American continent.

Write or call on our Toy Buyer.

Address, Buyer, Toy Department

BUTLER BROTHERS

495 Broadway, New York City

DISTRIBUTING HOUSES

NEW YORK CHICAGO ST. LOUIS MINNEAPOLIS DALLAS

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The PARKER GAMES

The Largest Selling and Most Famous Games in the World



PING-PONG

CHICAGO TOY FAIR

HOTEL MORRISON
PARLOR F



POLLYANNA



EAST IS EAST

J. ERNEST MANN
SIDNEY W. KNIGHT





HEARTS DICE

Ping-Pong, Pollyanna, Rook, Pit, Flinch, Sunny Monday, Cow's in the Corn, Whirlpool Fishing, Five Wise Birds, etc.

PARKER BROTHERS, INC.

FLATIRON BUILDING. NEW YORK SALEM. MASS.

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WHITE

We are doing our best

Please be patient. Deliveries on all members of the Kiddie Family of juvenile vehicles will be made as fast as possible. We know that you will agree that even the insistent demand for more and more of these goods should not induce us to lower the standard of White quality. The same excellence in materials, superiority in design and care in construction and finish is being maintained. Children and parents have given us their confidence as you have. Our new 1922 items will continue to merit this confidence.

H. C. WHITE CO., North Bennington, Vt.
New York Sales Office - Fifth Avenue Building

The members of the Kiddie Family are:

Kiddie-Kar Regular	*Kiddie-Pedal-Kar**
Kiddie-Kar Special	*Kiddie-KarT No. 305**
Kiddie-KarT Regular	*Kiddie-Scooter**
Kiddie-KarT Special	*Kiddie-Road-Ripper**
Kiddie-Koaster	*NEW THIS SEASON

KIDDIE

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WHITE



The New
Kiddie-Pedal-Kar

A lusty youngster, born at
North Bennington, Vt.
Jan. 1, 1922.

A PEER in name and quality and of humble price.

SIZES—Made in two sizes to meet wide age range.
STRENGTH—"WHITE" substantial construction in very part.
EASY RUNNING—Ball-bearings in front, roller bearings in rear.
SAFETY—Disc wheels. No spokes or projections to injure child.
HOUSEBROKEN—No sharp corners to injure furniture. Rubber pedals and hand grips.
STEADY FRONT END—Long bearing of post prevents wobble.
OVERSIZE TIRES—Extra large and of long wearing quality.
TROUBLE PROOF—Nothing to get out of order or break down.
FINISH—"WHITE" superlative finish baked enamel in red and old ivory; highly polished nickel steering gear and cranks.

FAMILY

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MEET US AT THE CHICAGO TOY FAIR

Many surprises await you at our exhibit.

Our old lines are strengthened materially by many new and attractive features which will appeal to you instantly.

In adding new lines we have, as usual, selected the best obtainable, in conformity with the tastes of our patrons.

HOTEL MORRISON

PARLORS I and J

APRIL 1st to APRIL 22nd

In charge of

Major E. W. Brueninghausen

Mr. R. J. Whyte **Mr. S. J. Burgtorf**

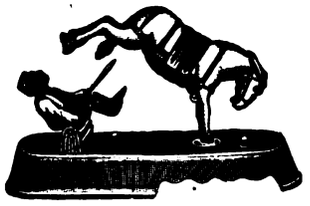
RIEMANN, SEABREY CO.

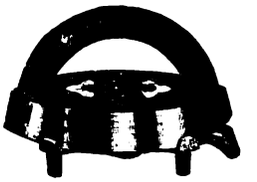
DIRECT FACTORY REPRESENTATIVES.

11-15 UNION SQUARE WEST, NEW YORK CITY

"The Home of American Toys"

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LARGEST PERMANENT AMERICAN TOY FAIR

And The Opportunity For You

This is the season when each progressive merchant plans for his big harvest in toy sales. This is the right time to buy.

He knows that if his stock is not popular or extensive enough, he cannot supply the demand. The public demands the best that can be obtained, and the merchant who is unprepared loses out.

The successful buyer visits the market and personally selects the toys which he knows are going to yield him a profitable return.

This is, then, ***your opportunity*** to prepare for business!

It is the opportune moment to make ***your*** selection!

OUR TOY FAIR is not only the largest permanent exhibit, but also the most attractive. It embraces every line of toys—the right kind at the right prices—toys that reap a substantial profit for you.

Your personal visit is earnestly solicited.

You will find all of our old factories represented.

RIEMANN, SEABREY CO.

DIRECT FACTORY REPRESENTATIVES

11-15 UNION SQUARE WEST, NEW YORK CITY

"The Home of American Toys"

Representing

Kingsbury Mfg. Co.	N. N. Hill Brass Co.	Nonpareil Toy & Nov. Co.
Kenton Hardware Co.	Grey Iron Casting Co.	Roy Brothers
Whitney Reed Corp.	Atascadero Toy & Doll Factory, Inc.	Geo. W. Morris
Noble & Cooley Co.	Watrous Mfg. Co.	S. A. Smith Mfg. Co.
Mason & Parker Mfg. Co.	J. & E. Stevens Co.	Standard Tank & Seat Co.
Whitney Bros. Co.	Lindstrom Tool & Toy Co.	Ideal Nov. & Toy Co.
Commercial Mfg. & Pattern Wks.		A. S. Payne, Inc.





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Effanbee

Mamma Dolls Are Equipped with Patented Devices Which We Control



SEE OUR LATEST MODELS WITH COMPOSITION LEGS AND NEWLY DESIGNED DRESSES

The apparatus is constructed without the use of insecure trips that might become displaced through usage and careless handling, or rubber that may rot or harden.

The pipes and voice reeds used in our device are metallic throughout and cannot get out of order or cease to operate.

WARNING!

All Infringements Will Be Vigorously Prosecuted

THE DOLL WITH THE HUMAN VOICE
IS EXCLUSIVELY AN *Effanbee* PRODUCT

Fleischaker & Baum

45 East 17th Street, New York

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Speed Up Your Sales

No. 372 Will Do the Trick

An adorable model to sell at a low price and make business jump.

STOCK READY FOR DELIVERY

Send for Samples and Prices

Effanbee Dolls



Over 200 Styles of MAMA DOLLS

CHICAGO TOY FAIR, MORRISON HOTEL, PARLOR "L" FLOOR B

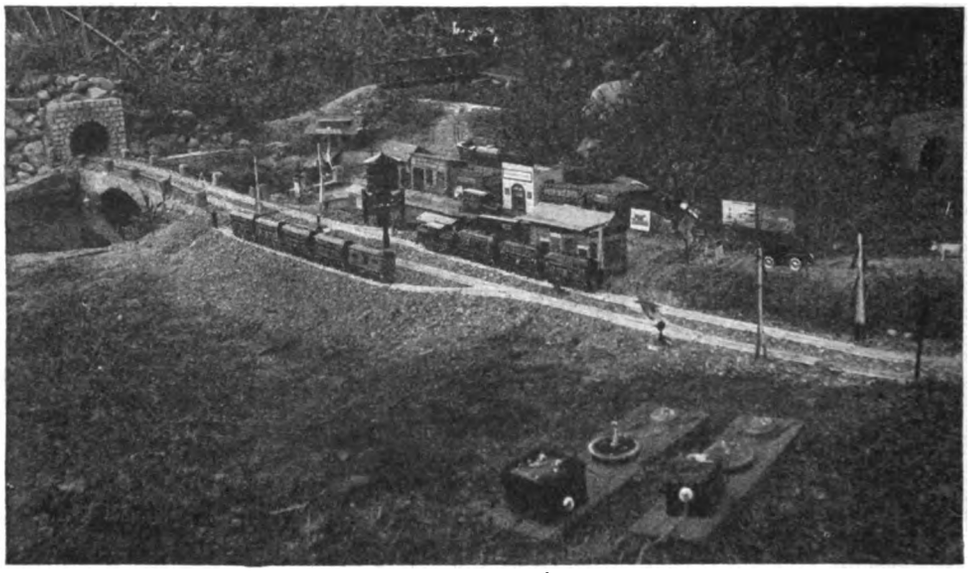
The Doll with the Human Voice
WALKS — TALKS

Fleischaker & Baum

45 EAST 17th STREET NEW YORK

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A Wonderful *"Backyard Railroad"*



One of the hundreds of photos sent us last season in our nation-wide contest for the BEST "AMERICAN FLYER" BACKYARD RAILROAD—This shows what can be accomplished with "American Flyer" Electrical Trains and Equipment.

The Backyard Railroad Contest for 1922

This year's Backyard Railroad Building Contest will be the biggest thing the Toy Industry has ever seen. Thousands of boys and girls will be building BACKYARD RAILROADS in every part of the United States. Think what this means as an aid to selling "American Flyer" Miniature Railroads and Equipment during the summer months—and the "BOOST" it will give later on.

—Three million "American Flyer" Trains have been sold to boys—

Chicago Toy Fair April 3 to 15

"Made in America" *American Flyer* "The Train with the Guarantee" Registered U.S. Patent Office MINIATURE RAILROADS "The Toy for the Boy"

Great Northern Hotel, Rooms 734-736 Mack Brothers in charge

The "American Flyer Backyard Railroads" and the BIG CONTEST for boys who build them will be advertised during JUNE and JULY in the Youth's Companion—American Boy—Boys' Magazine—Boys' Life—Lone Scout—St. Nicholas—Child Life—John Martin's Book, etc. In addition the Backyard Railroad is editorially featured in all the best juvenile magazines.

American Flyer Mfg. Co. 2219-39 So. Halsted St., Chicago

New York Office: 458 Fifth Avenue Building

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HORSMAN CHUBBY DOLL



with the Lloyd Patented

Ma-Ma Voice

The Big Sensation of 1921

1922 Line Now Ready



We have created the most remarkable line of

WALKING AND TALKING DOLLS

for 1922, over 100 new numbers, in a full range of sizes, both painted hair and with wigs and moving eyes.

CHUBBY DOLLS WILL SELL EVERY DAY IN THE YEAR

SEND FOR SAMPLES
From Which to Select Your Order

Chicago Toy Fair, Hotel Morrison—Room 310

E. I. HORSMAN & AETNA DOLL CO.

15 UNION SQUARE WEST, NEW YORK CITY

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Schoenhut Toys

Made in the U. S. A. since 1872



This is the Fiftieth year for SCHOENHUT'S Toy Pianos. For a genuine "Schoenhut" Toy Piano, **look for the name "SCHOENHUT"** on the front of each Toy Piano.

Toys with Exceptional Educational Possibilities

American Toys of Quality

Schoenhut's Variety of over 600 different Toys, for sale by all leading Wholesalers and Jobbers in the U. S. A. and Canada.

OUR LINE

Toy Pianos Toy Piano Stools
Metallophones Xylophones
Trinity Chimes
Toy Guns and Swords
Soldier Equipments
Shooting Galleries
Naval War Toys
Big Game Hunter
Target Toys
Rolly-Dolly Toys
Modlwood Construction Toys
Painted Wooden Trains, etc.
Fine Doll Houses and Bungalows, etc.
Toy Wooden Boats
Alphies (A-B-C Blocks)
Schoenhut's
All-Wood Dolls
Schoenhut's All-Wood
WALKABLE Dolls
Walking Wallapus
Clubby Clowns
ARITHM-A-LETTA
Indoor Golf



The Humpty Dumpty Circus Toys, etc., etc., with Tents, Animals, Actors and Accessories.

NOTICE—The Latest!
SCHOENHUT'S
Indoor Golf

The greatest *indoor* game of the twentieth century. Every golfer wants this new game. Send for special catalog at once.

THE A. SCHOENHUT COMPANY

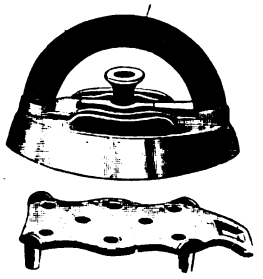
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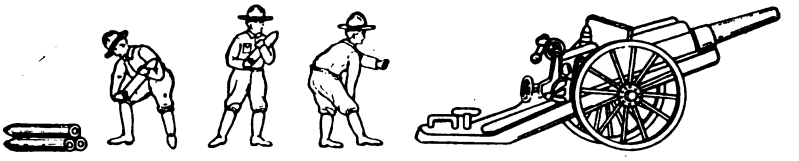
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GREY IRON TOYS

REPRESENT FORTY YEARS OF SERVICE

GREYKLIP ARMIES







Complete Line Permanently on Display at

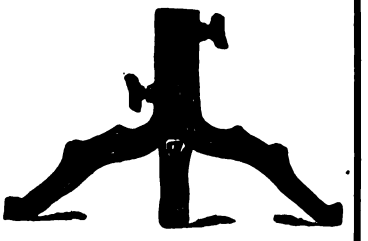
RIEMANN SEABREY CO.

11-15 UNION SQUARE WEST, NEW YORK CITY

APRIL 3 TO 22

MORRISON HOTEL, CHICAGO





BANKS **TRAINS**

STOVES and RANGES

TOY HAMMERS

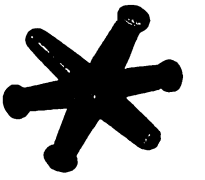
TOY HATCHETS **SCOUT AXES**

CHRISTMAS TREE HOLDERS

ICE WAGONS **TOY TOOLS**

TOY SAD IRONS

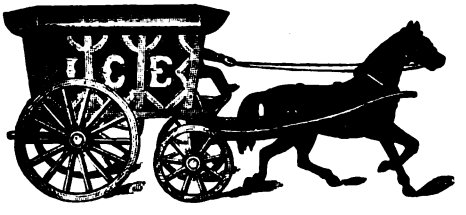
JACK STONES **PRIZE PACKAGE TOYS**



American Art Toy Furniture

FOR THE DOLL HOUSE

Get Our Catalog



TOY MFRS. U.S.A. AMERICAN TOYS





GREY IRON CASTING CO.

MOUNT JOY, PA.

NEW YORK REPRESENTATIVES
Riemann Seabrey Co.
11-15 Union Square West

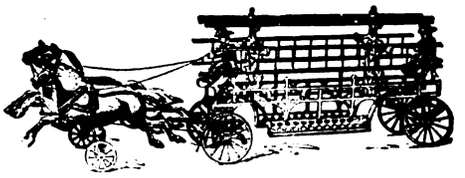
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Crowell Lehnhardt Co.
86 Warren St., New York

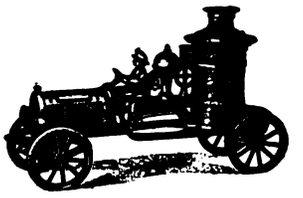
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"KENTONTOYS"



500 NUMBERS

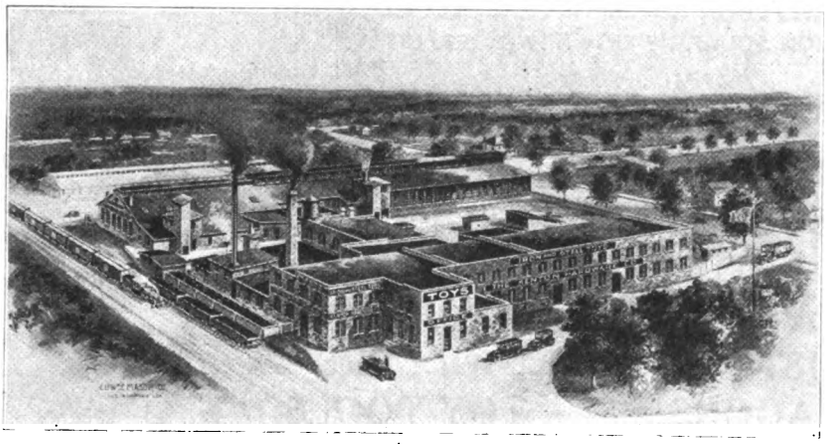




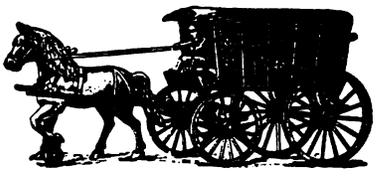
CHICAGO TOY FAIR

SEE OUR LINE ON DISPLAY—PARLORS I & J—AT MORRISON HOTEL





WHERE THEY ARE MADE

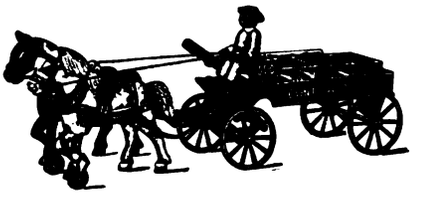


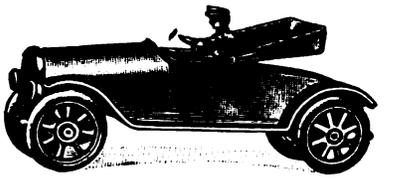














THE KENTON HARDWARE CO.

KENTON, OHIO

Office and Salesmen for the United States and Canada:

RIEMANN, SEABREY CO.

11-15 Union Square West, New York City

Export Office and Salesmen:

THE UNITED MFRS. CO.

365 West 23rd Street, New York City

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Kingsbury Toys



Here is the wheel with which we equip our Automobile Toys. A real white rubber tire of non-skid design vulcanized to the steel disc. Nickel plated hubs are the finishing touch to make this the handsomest and most practical wheel with which any Toy has ever been equipped. In an actual test one set of tires has run over 600 miles.

"The Finest Line of Automobile Toys in America"

Kingsbury Manufacturing Co.
KEENE, N. H.

New York Office and Salesroom: 11-15 Union Square West, New York
Represented by Riemann, Seabrey Co.

At Chicago Our Line Will Be Shown by the Major at the Morrison Hotel, Parlors I and J.

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NOBLE & COOLEY CO. GRANVILLE MASS.

PRODUCT OF 1872



NEW DRUMS FOR 1922

Mahogany and Nickel Shells



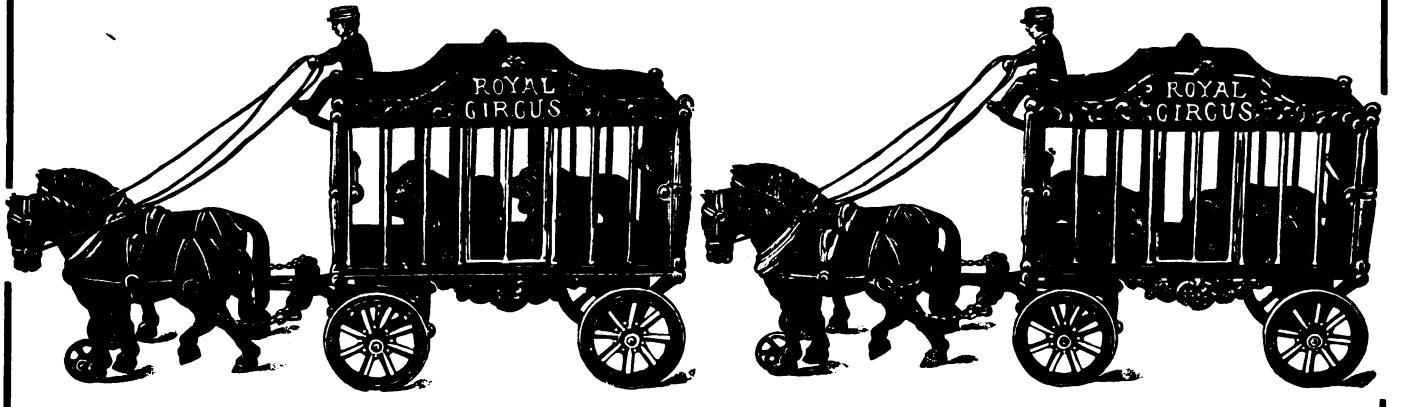
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Riemann, Seabrey Co., 11-15 Union Sq. West, N.Y.

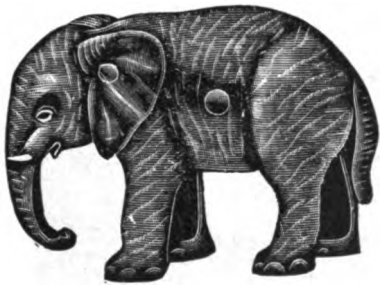
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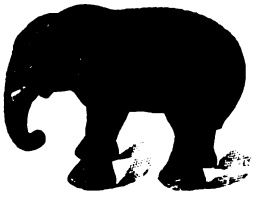


The Hubley Circus Has Arrived



Attractive---Something New---Unbreakable







Twenty-Five Circus Toys in Cast Iron

Makers of All Kinds of Iron Toys

THE HUBLEY MANUFACTURING CO.

LANCASTER, PA.

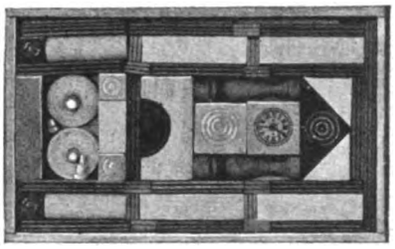
DIRECT REPRESENTATIVES
The Owens-Kreiser Co.
31 East 17th St., New York

DIRECT REPRESENTATIVES
The Strobel & Wilken Co.
61-65 W. 23rd St., New York

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"Falcon" LINE

"TOYS THAT LAST"



BLOCKS

Complete assortment of 49 numbers offers a selection from SEVEN lines retailing from 10c to $2.50.

WAGON—BUILDING—SPELLING AND CONSTRUCTURAL BLOCKS

BLACK BOARDS



CLEAR, BRIGHT MAHOGANY FINISH.
SOLID CONSTRUCTION
THE PRICES ARE RIGHT, ENABLING THE DEALER TO OFFER THE BEST FOR THE MONEY

- **Desk and Easel Styles**
- **Wall Boards**
- **Counter Boards**

TOOL CHESTS



ELITE MAHOGANY — 17 numbers retailing from 75c to $7.50.

SUPERIOR MISSION — 8 numbers retailing from $5.00 to $25.00.

FALCONER PIANOS



AND METALLAPHONES, MADE UP IN ROSEWOOD AND WALNUT FINISHES — STURDY CONSTRUCTION, CLEAR TONE AND ATTRACTIVE FINISH ARE EMBODIED IN THIS TOY.

WRITE FOR CATALOG AND PRICES.

AMERICAN MANUFACTURING CONCERN

Factory: Falconer, N. Y., U. S. A. **New York Office: 200 Fifth Ave.**

SALES AND DISPLAY OFFICES

200 Fifth Avenue - - - - - - - New York City
Owens-Kreiser Co., 31 East 17th Street - - New York City
Geo. E. Dalton Co. - - Los Angeles, San Francisco, Denver

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Best Known Game in the World

Cootie Game



Fastest Selling 25-cent Toy the World Has Ever Known!

MILLIONS BEING SOLD

Don't Take a Substitute Why should you take chances of being sued? Cootie Games are fully protected by patents which protect you.

We Are Now Suing Dealers Handling infringements of Cootie Games. We have two separate distinct patents. One on game itself and a separate patent on metal frame.

Cootie Games—More Sales and Larger Profits.

IRVIN-SMITH COMPANY Inc.

Manufacturers—Importers—Exporters

16 East 18th Street—New York 17 North Wabash Ave.—Chicago, U. S. A.

Canadian Distributors—McClelland & Stewart, Limited, 215 Victoria Street, Toronto

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Cootie Game Junior

10c **10c**

The Name
Cootie Game
Means
Immediate
Demand
Give your customers what they ask for



Cootie Games
are
Demanded
by all the
Kiddies
as well as
the
Older Folks

Size of Game, 2½ x 4 inches

A WONDERFUL NEW
10c
SELLER

Advance orders indicate our factories will have to run day and night in an endeavor to keep pace with the demand for COOTIE GAME JUNIOR. THE NAME "COOTIE GAME" has been nationally advertised for several years. Send in your orders for immediate and future shipment. THE COOTIE GAME JUNIOR is going BIG.

IRVIN-SMITH COMPANY Inc.

Manufacturers—Importers—Exporters

16 East 18th Street—New York 17 North Wabash Ave.—Chicago, U. S. A.

Canadian Distributors—McClelland & Stewart, Limited, 215 Victoria Street, Toronto

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The A. C. GILBERT COMPANY

426 BLATCHLEY AVENUE

NEW HAVEN, :-: CONN.

Mr. Toy Buyer:

We have just produced our first catalog in our own Printing Department and we're mighty proud of the job. The wonderful 1922 Gilbert Toys are pictured so well that it almost seems you could lift them right out of the book.

I want to send you a copy of this catalog to let you see for yourself the best line of toys, by far, that we have ever turned out and at prices we never in the history of our business dreamed we would be able to make.

All you have to do is to drop a postal card in the mail-box.

Send the card today - right now - while you are thinking about it.

Cordially yours,

A. C. Gilbert

ACG/GCD

President.

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DOWN TO DATE PRICES

Converse for Convenience
12 Lines in 1

UP TO DATE NOVELTIES

At CHICAGO

Hotel Morrison - Room B 3

SEE OUR BIG VALUES

Our eight piece wash set to retail for a dollar
consisting of
Fibre Tub, Wringer, Washboard, Large Fibre Pail, Medium Fibre Pail, Clothes Dryer, Ironing Board and Bench

Other sets to retail for 25 cents and 50 cents
Desk Blackboards to retail for one dollar
Desks with stools to retail for two dollars

Rosewood Furniture

Rosewood Tool Chests

ARKS
BLOCKS
TRUNKS
STOCK FARMS
BEAN BAG GAME

Rosewood Blackboards

SWINGING HORSES
PANORAMA BLACKBOARDS
OAK DESK BLACKBOARDS
CHIMES THAT CHIME
KITCHEN CABINETS—natural finish

DRUMS WITH METAL HEADS
DRUMS—FAIRYLAND SCENES

MORTON E. CONVERSE & SON CO.

Factory: **Winchendon, Mass.**

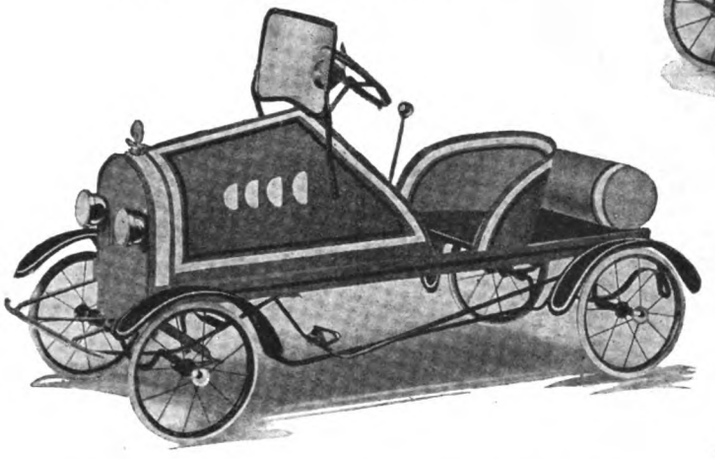
N. Y. Salesroom: **200 Fifth Avenue (ROOM 254)**

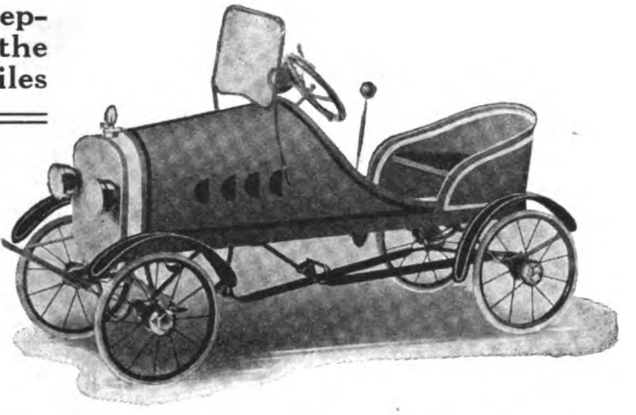
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"BUILT FOR SERVICE" CHILDREN'S VEHICLES

The accompanying illustrations are representative of the style and finish of the "Cleveland Line" of Children's Automobiles

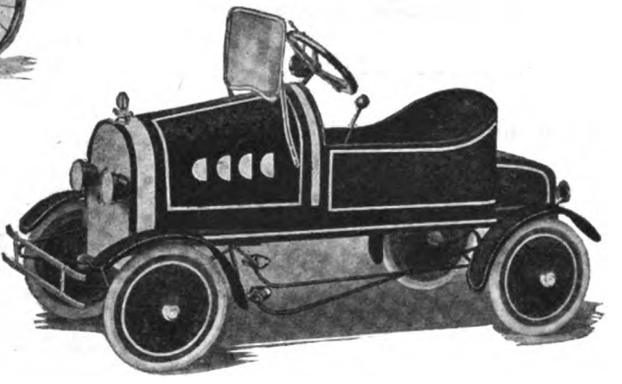
A pleasing model, suitable for the little youngster. Light, strong, easy running.





A racing model—for the boy who loves to lead his little playmates down the course.

The discriminating buyer will find in this model, all of the features required to make it a leader—Ball Bearing Disc Steel Rubber Tired Wheels, Windshield, Gas and Spark Control, Upholstered Seat, Gear-shift, etc. Handsomely finished in bright snappy color varnishes.



We are building all of these vehicles of strong steel stampings. Particular attention has been given to fitting these models to the little users, assuring them of the most pleasure with the least exertion.

Our catalog illustrating and describing our entire line is ready for distribution.

Be sure to get our complete catalog and prices before placing your business. We are confident we can name you an interesting proposition.

"THE CLEVELAND LINE"

BOYS' STEEL EXPRESS WAGONS, VELOCIPEDES, HAND CARS, TOY GARDEN BARROWS, CHILDREN'S AUTOMOBILES

Cleveland, Ohio
1971 West 85th Street

DISPLAY ROOMS

NEW YORK, N. Y.
Riemann Seabrey Co., 11-15 Union Sq. West
A. S. Ferguson Co., 48-52 East 21st Street

THE KIRK-LATTY MFG. COMPANY

CLEVELAND, OHIO

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BEHREND & ROTHSCHILD

355 BROADWAY, NEW YORK CITY

Manufacturers and Distributors of

AMERICAN MADE TOYS



Introduce

"DANDY JIM"

The Dancing Clown

A Circus in Himself

Companion Toy to "Jazzbo Jim"

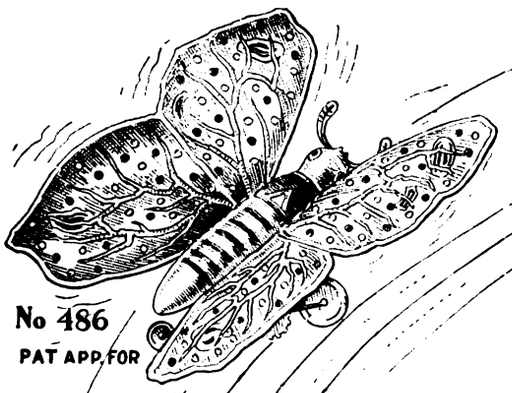
We Are Distributors of both these Popular Toys as well as the "Krazy Kar."

Write for Samples and Quotations

STRAUSS BROTHERS & CO.
Selling Agents

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TRADE B&R MARK REG U.S PAT OFF

3

AMERICAN MADE MECHANICAL TOYS

To Retail at 25c and 50c

ABSOLUTELY NEW AND ORIGINAL DESIGNED AND CREATED BY OURSELVES

Strong Spring Motor Winds Without a Key--Nothing to Get Out of Order--Absolutely Fool-proof.

FULL OF LIFE AND PLENTY OF ACTION THAT WILL APPEAL TO EVERY CHILD

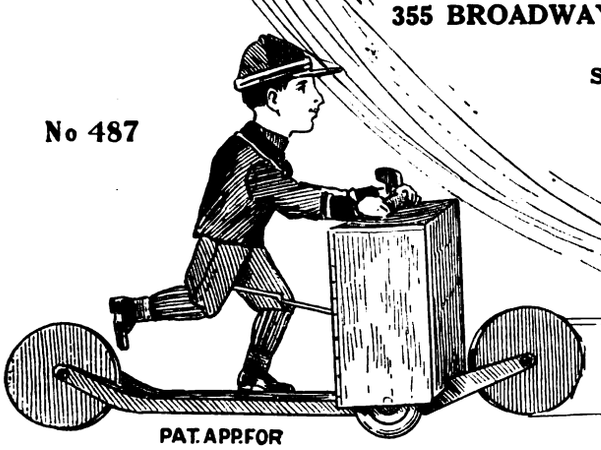
No. 486 BUTTERFLY, size 6"x7" to retail - 25c
No. 487, KID FLYER, size 8½" long, 6" high 50c
No. 488, KID SPECIAL, size 5½" long, 6" high 50c

GOOD MARGIN OF PROFIT TO JOBBER

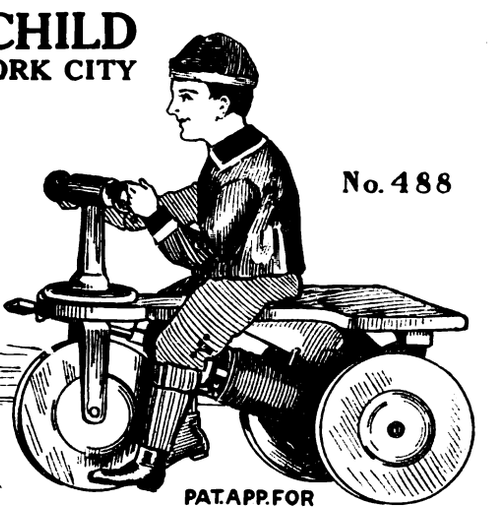
BEHREND & ROTHSCHILD
355 BROADWAY NEW YORK CITY

STRAUSS BROS. & CO.,
Sole Selling Agents

No 487



No. 488



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In Every Clime, Played All the Time!!

HOHNER Harmonicas are enjoying vastly greater sales to-day than ever before. The public realizes that in these ideal instruments there is more real, wholesome fun to be had than with any other article at a similar cost. The Harmonica affords not only pleasure, but it is the means of establishing a fundamental and accurate knowledge of music.

Is it any wonder, therefore, that these instruments are the choice of millions of people? Thousands and thousands of retail dealers throughout the country are now enjoying profits through the daily sales of Harmonicas. In every community, there is a steady and persistent demand for these instruments.

Every Hohner Harmonica is guaranteed perfect in tone and construction, and like all Hohner products is warranted to be the highest grade of goods in their class. Of all your merchandise, there can be nothing of a more dependable character than your stock of Hohner Harmonicas. They are salable at all times of the year and no progressive dealer should be without them.

The Hohner Harmonica Assortment and Revolving Display (No. 600), illustrated in this advertisement, is recommended to every retail merchant as being a safe and sound investment. It comprises 36 genuine Hohner Harmonicas in a variety of styles in seven different keys to retail at from 50c to $2.50 each, and a most wonderful display stand of thoroughly seasoned wood with motor in base revolving the stand for over three and a half hours with one winding.



No. 600
(Patent applied for)
Size 32 in. in height, 10¾ in. square at base.

Cost of Complete Assortment $26.50

Retail Value of Harmonicas $35.40

Your Profit is Over 35% and a Handsome Revolving Display

Ask Your Jobber

M. HOHNER

114-116 East 16th Street **New York City**

Hohner Products Awarded First Prize at the Panama-Pacific International Exposition, San Francisco, 1915

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Chicago Toy Fair April 1st

WE'LL BE THERE

MORRISON HOTEL

SEVENTH FLOOR

Rooms 732, 733 and 734

Particularly Featuring

SPEAR'S GAMES

We shall also display a large variety of FRENCH, GERMAN and CZECHO-SLOVAKIAN Mechanical Toys, Toy Violins, Accordions, Music Boxes and other fascinating imported novelties.

THE GOODS AND THE PRICES TELL THE STORY

SELCHOW & RIGHTER CO.

620-622 Broadway NEW YORK, N. Y.

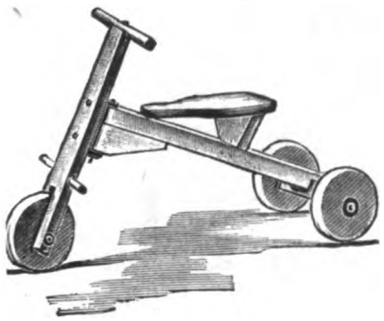
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Wilder Line of Wheel Goods

Wilder Cars Last and Repeat

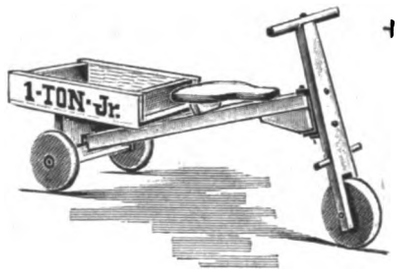
WHEEL GOODS OF QUALITY

Known Throughout United States for Their Durability and Attractiveness

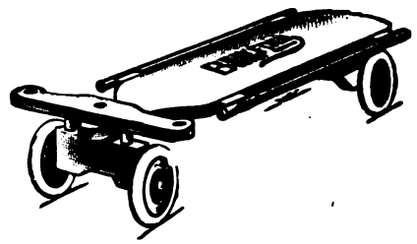


Has made a tremendous hit with every child. Our wheel goods have been improved.

Don't fail to see the New Colored Fast Mail Cars made in three sizes with metal bearings.



The new combination wagon and foot car. High finish and bright colors made of the best material and will stand hard usages, hardwood wheels with metal bearings.



Billy Buster Flyer will be equipped with steel disc wheels, steel bearings and rubber tires. Billy Buster is not just an ordinary coaster, it is a sled on wheels. The new stabilizing and steering head makes it the ideal all year car.



Horses have a great appeal to children, therefore this sturdy car made of heavy material in red and white enamel for children from two to five years of age. Steel metal bearings in all wheels.

Our Rocking Horse is exceptionally well designed for sturdiness and beauty. Rigidly constructed, the body and head are made of 1 3/16 lumber with a non-tiltable rocker.

Highly finished in white enamel dappled black.



Don't Miss Seeing

Wilder New Toys and Games

Here are a few of the popular items in the Wilder line which are calculated to amuse and also to instruct young and old—

Factory Game
Store Management
Obstacle Race
Bungalow Building
Old Maid Game
Bunny Ring Game
Construction Game
Boxing Game
50c Bean Bag Game
and Lotto
Fish Pond Game
Main Street Game
Alcoholic Blues
Telegraph Game
Twin Beds
Friction Circus
Disc Toss
Clown Toss
Tuff Luck Game
Spelling Blocks
Authors Game
Tiddledy Wink
Mystic Hand

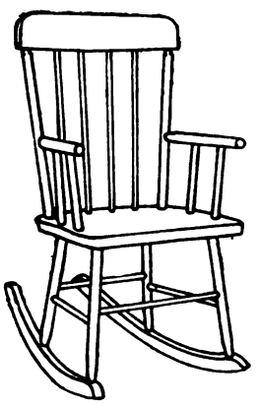
See us at the Great Northern Hotel During the Chicago Toy Fair

WILDER MFG. CO. - - ST. LOUIS, MO.

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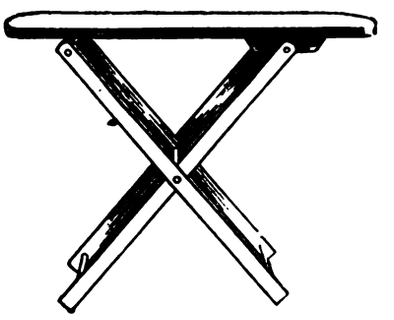
MASON

There's Only One Mason Line



Red Finished
Children's Chairs
Rockers
Tables





White Enamel
Dolls' Chairs
Rockers
High Chairs
Cradles
Beds
Bassinets
Children's Chairs
Rockers
Tables

Mahogany Doll Beds
Mahogany Child's Chairs
and Rockers

Natural Finished
Dolls' High Chairs
Children's Chairs
Rockers
Tables
Bowling
Alleys
Desks

MASON — WORKMANSHIP FINISH MATERIAL OUR POLICY THE BEST



Samples on display during
The Chicago Toy Fair

Great Northern
Room 708



All Items Big Values at Popular Prices

Retail—15c, 25c, 50c, 75c, $1.00, $1.25, $1.50, $2.00 to $10.00

THE MASON MFG. COMPANY

SOUTH PARIS, MAINE

NEW MFR'S LIST AMERICAN TOYS

Salesroom: 200 Fifth Avenue, New York
Room 805

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"JAZZBO-JIM"

"TRADE MARK"

"THE DANCER ON THE ROOF"

"TRADE MARK"

Known Everywhere! Sold Everywhere!!

"Jazzbo-Jim"

Is original in every way and fully protected by U. S. Letters Patent.

Any Infringement Will Be Prosecuted



Mechanically Perfect and Every Piece Guaranteed

Copyrighted by Unique Art Mfg. Co. 1921. Patented Oct. 18, 1921

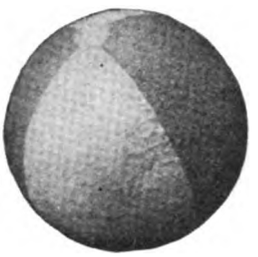
DISTRIBUTORS

LOUIS WOLF & CO., 276 Fourth Ave., N. Y. | B. ILLFELDER & CO., 29 Union Sq., N. Y.
STRAUSS BROS. & CO., 355 Broadway, N. Y. | STROBEL & WILKEN CO., 61 West 23rd St., N. Y.

UNIQUE ART MFG. CO.

60-66 Shipman St. -- NEWARK, N. J.

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Here Are
Popular Priced Goods
to Help
Boost Your Sales

RUBBER BALLS DOLLS
TOYS RATTLES

See our Complete Line

For over seventy years we have sold dependable merchandise.

Balls, Dolls, Toys and Rattles, every shape and size.

WE'VE GOT THEM ALL

Made by the largest and oldest company.





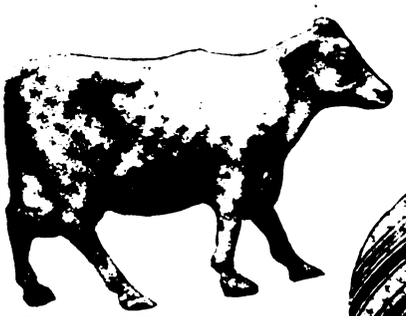


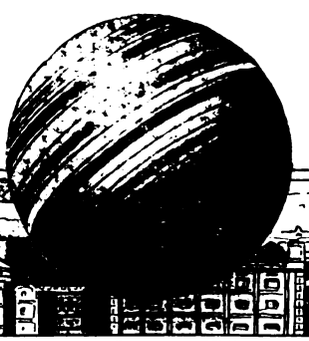
New York Rubber Co.

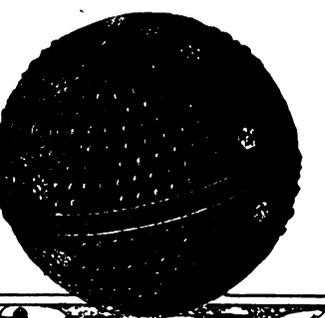
Incorporated 1851

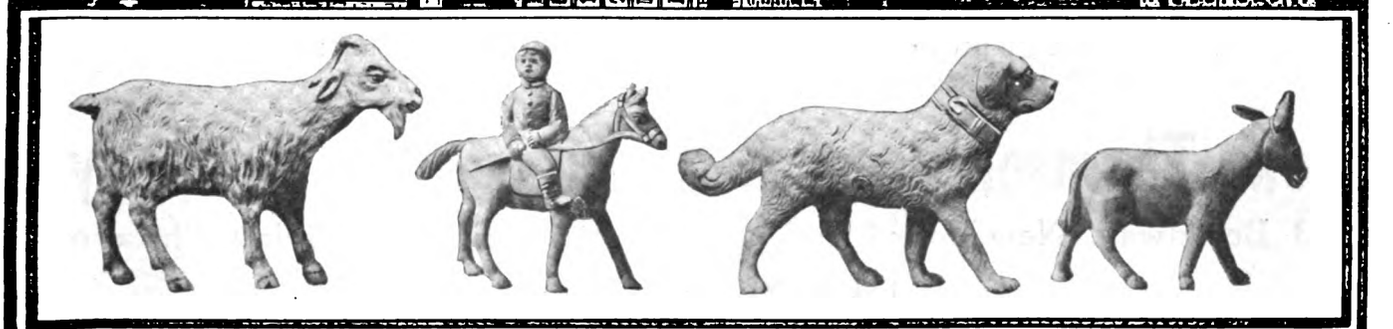
84 Reade Street, New York City

Price List to Jobbers on request

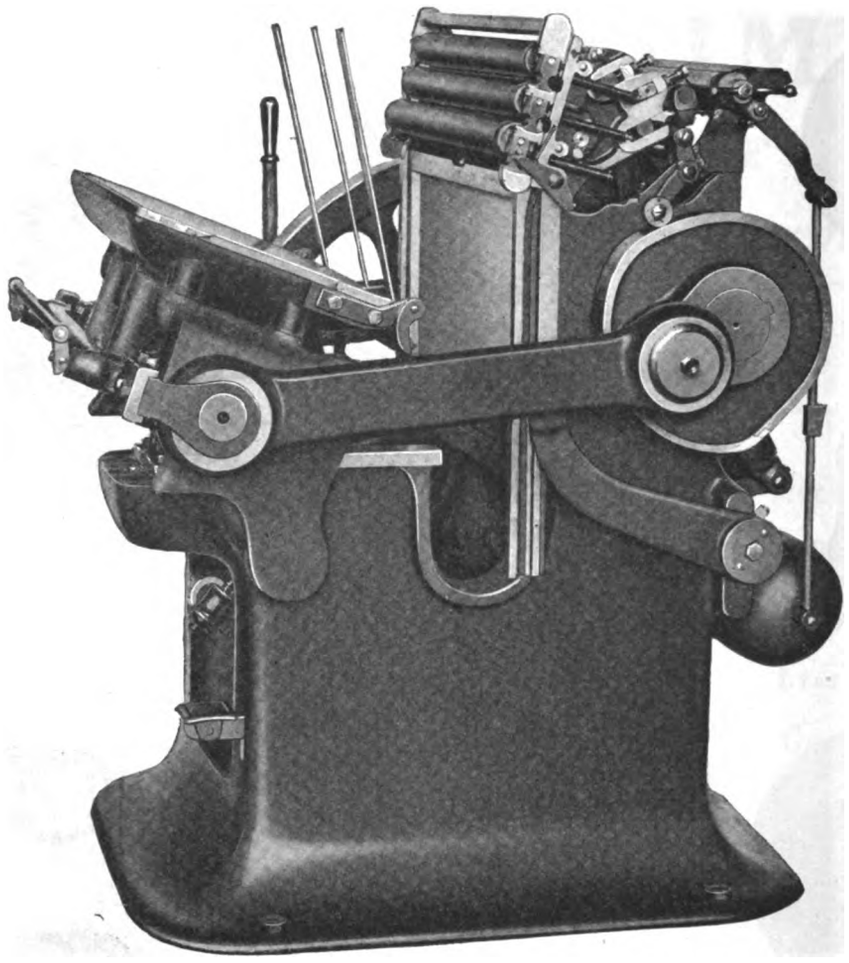








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THIS PLATEN PRINTING PRESS, of the "Colt's Armory" trade-name type, was designed, and is largely used, for artistic printing, process color work and tint blocks. A good example of this line are the advertising placards in the Subway and Elevated Railway Cars. But it is adaptable for the production of various Toys and Novelties. To illustrate, while it is successfully used for Toy Work, which we desire to increase, it is being largely used for printing wooden rules; packing-box covers; light embossing; indenting tin-sheets; inlaying book-covers; gold-leaf stamping; cloth printing and, during the war, for blocking out gas-masks.

If you wish to study things at the source, arrange to make a trip to our factory. It's not a bad thing to get acquainted with the tools you are not using but ought to use, in that it will Pay to do it.

Our experience has been such it is very infrequent that we cannot say, off-hand, whether a contemplated novel use of our presses will prove satisfactory; or, failing that, we can readily find out, by a test.

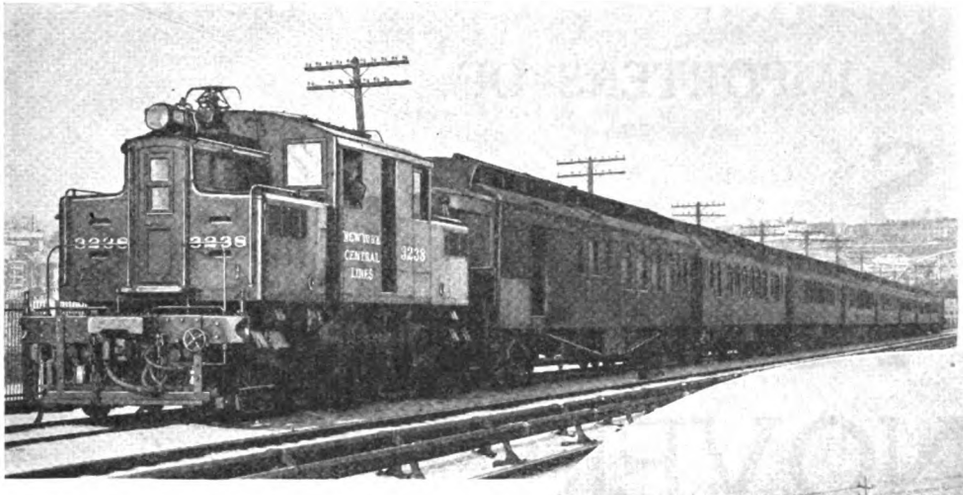
John Thomson Press & Manufacturing Company

253 Broadway, New York City **604 Fisher Building, Chicago**

FACTORY: Long Island City

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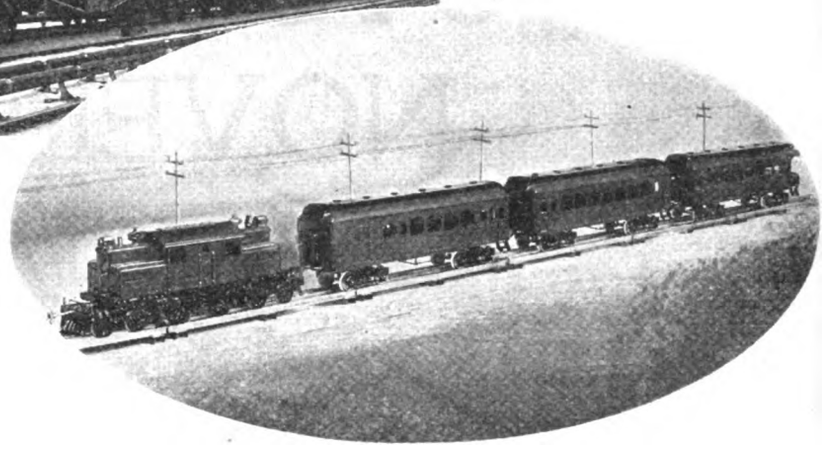
Two famous trains

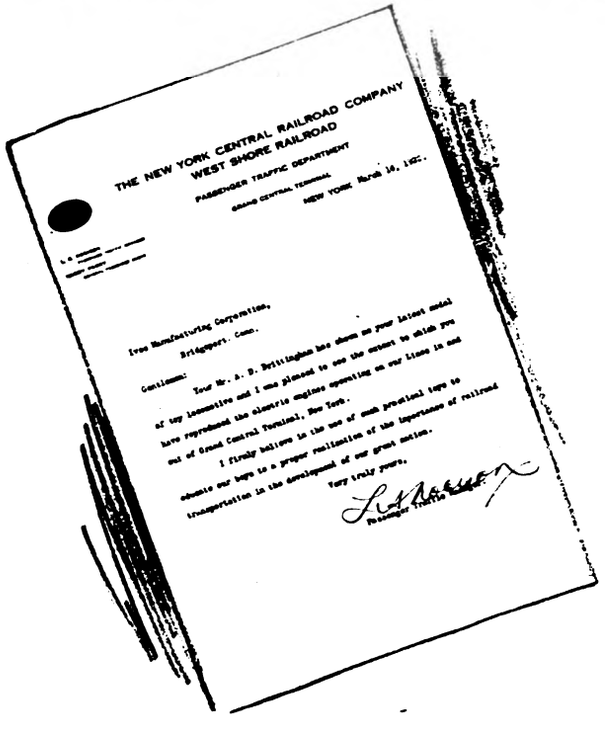


If at the Chicago Toy Fair during April, drop in Room 501, Hotel Morrison, where the entire Ives line will be shown, in charge of Mr. William G. Pollock.

The best known train in the world—"The Twentieth Century Limited"—pride of the New York Central Railroad, approaching Grand Central Terminal, New York City.

In oval—the famous Ives miniature electric train No. 704, an exact counterpart of the "big fellow" shown above. Length of this train 6 feet, 2 inches.





THE NEW YORK CENTRAL RAILROAD COMPANY
WEST SHORE RAILROAD
PASSENGER TRAFFIC DEPARTMENT
GRAND CENTRAL TERMINAL
NEW YORK, March 14, 1921.

Ives Manufacturing Corporation,
Bridgeport, Conn.

Gentlemen:

Your Mr. A. D. Brittingham has shown me your latest model of toy locomotive and I was pleased to see the extent to which you have reproduced the electric engines operating on our lines in and out of Grand Central Terminal, New York.

I firmly believe in the use of such practical toys to educate our boys to a proper realization of the importance of railroad transportation in the development of our great nation.

Very truly yours,

L. F. Loree
President

Recognition by the N. Y. Central R. R. Co.

EVERY train of the 1922 Ives lines of number "O" and Standard "2" Gauge is a true copy of actual rolling stock. Both lines are complete in every way and all equipment is interchangeable with the other makes. Every Ives Locomotive is equipped with an exceedingly simple, yet powerful and dependable motor. All parts are readily accessible. Each motor is fully guaranteed. Motor for motor Ives Locomotives will greatly out-haul any other make and operate on ⅓ to ½ less current. A comparison will quickly prove this to you.

This same careful workmanship and design is found in Ives mechanical trains and boats. You are sure of completely satisfying your customers when you sell them any Ives Toy. It will pay you well to concentrate on the entire Ives line. Our low prices will surprise you. Write for catalogue and price list today.

The Ives Manufacturing Corporation
194 Fifth Avenue **New York City**
Established 1868



Ives Toys
Make Happy Boys



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ULLMAN AND NAUHEIM INC.

IMPORTERS OF

DOLLS
TOYS
NOVELTIES
ORNAMENTS

A visit to our showroom will convince you of the quality of our merchandise and that our prices cannot be equaled.

Complete Line on Display

HOTEL MORRISON - CHICAGO
ROOM 438

MR. WM. SCHAIER in charge

ULLMAN AND NAUHEIM INC.

135 West 19th Street New York

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Strauss Mechanical Toys

Ask your Jobber for TOMBO the *original* and only *genuine* Alabama Coon Jigger

Sold wherever TOYS are sold



Actual Size
10½ Inches High

Write for our new catalogue showing the latest

STRAUSS MECHANICAL TOYS

and kindred specialties

Tombo

The Alabama Coon Jigger

(TRADE MARK)

Jigs like a real "Coon." Extremely amusing and realistic. Simply release the button and the "Coon" starts an old-fashioned plantation break-down.

WARNING

Any dealer selling or offering for sale any imitation of the Alabama Coon Jigger, renders himself equally liable with the manufacturer to damages under the statute of infringement.

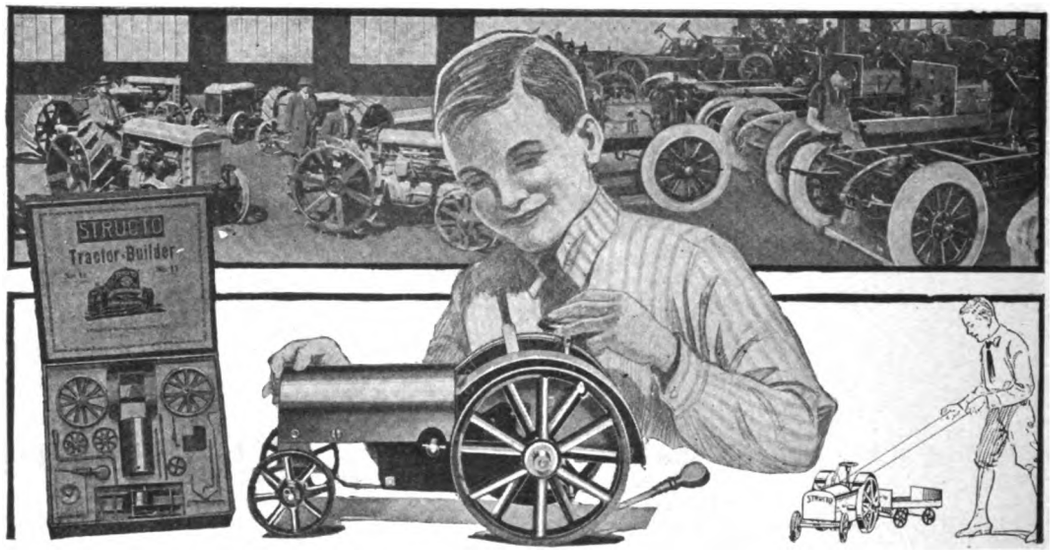
GEO. BORGFELDT & CO.

Sole Distributors for

THE FERDINAND STRAUSS CORPORATION

16TH STREET AND IRVING PLACE, NEW YORK, U. S. A.

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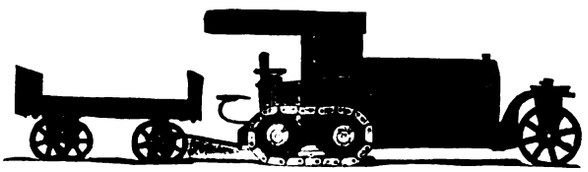


TOY TRACTORS TO BUILD AND RUN!



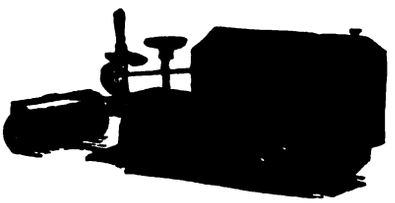
NO. 11 OUTFIT

THERE is something about the Structo Tractors that appeals to boys!

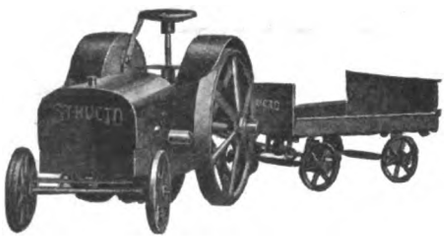


NO. 16 YUBA TRACTOR AND TRAILER

They have a getaway and pep that shows real power. After building up his No. 11 Tractor and pulling a 30 lb. load with it and steering it with reins as shown above the boy at once sees he has a prize toy. With the No. 16 Yuba Tractor, he has a new type, and boys like something different. This machine operates on the caterpillar principle and works well on rough ground. The little No. 44 READY-BUILT, ready to run, has proven to be a winner for sales and in satisfying the boys themselves.



NO. 44 CATERPILLAR TRACTOR



NO. 11 TRACTOR AND TRAILER

These are the real educational toys with the GO for making sales.

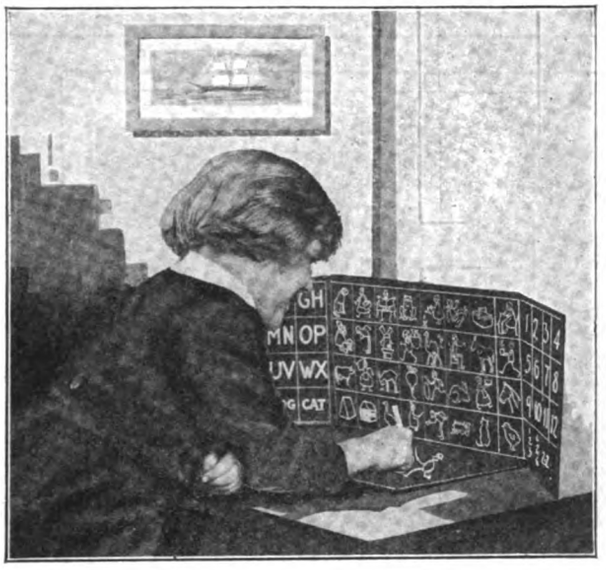
Get your stock early and be ready for the good demand of 1922.

STRUCTO MFG. COMPANY

NEW YORK SALES OFFICE
200 Fifth Ave., New York

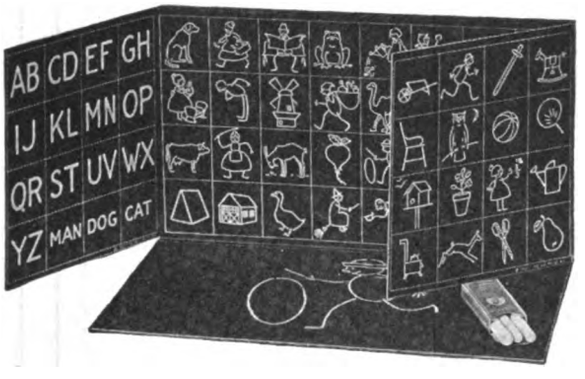
MAIN OFFICE AND FACTORY
Freeport, Illinois

Digitized by Google



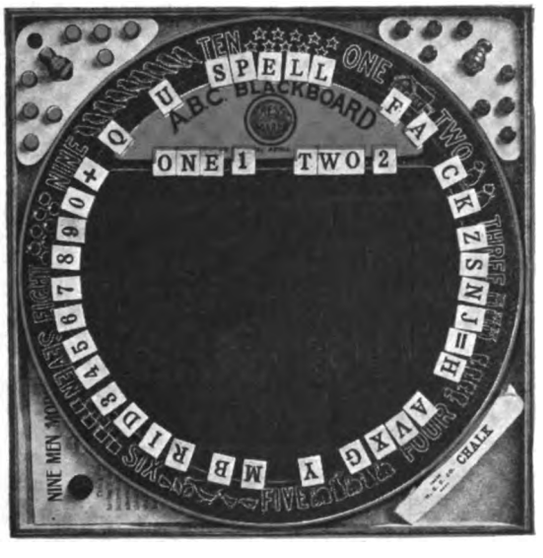


Something New



Here's the latest addition to the Cress Line—the EZY-ART Book-Fold Blackboard—and it is proving to be a popular toy with the kiddies. It gives the child 96 models of simplified drawing that he can easily reproduce with chalk upon the blackboard. It's another striking example of Cress ingenuity—another toy combining essential education with the most delightful kind of recreation—and in a way that pleases parents just as much as it pleases the youngsters.

Stock our three big numbers with your usual supply of Cress Educational Boards. These items constitute live year-round merchandise. All numbers will be on display at the coming toy fair in New York City. We urge immediate placing of your orders, for while stocks are ample at the present time, there is no telling just how long they will be.



The Cress line met with great success during the last Holiday season. Some stores report sales of over $4,000.00 and one store over $4,900.00 during the month of December only.

Have you catalog and prices for 1922? If not, ask us to mail yours.

The H. G. Cress Company
Troy, Ohio

See our complete exhibit—Room 128 Hotel Imperial, Broadway and 32nd Street—February 6th to March 11th

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BAHNER, DOSCHER CO.

873 B'WAY INC.

Corner 18th Street New York City

IT WILL PAY YOU

TO
COMPARE OUR LINES
FOR
IMMEDIATE DELIVERY
OF

DOLLS TOYS
HARMONICAS
DICE
BRUSHES
SMALLWARES
FANCY GOODS
NOVELTIES

Chicago Toy Fair Display

Palmer House, Rooms 331-335

C. M. KORTRIGHT *A. WATTERS*

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You Owe It to Yourself to

LOOK OVER OUR LINE AND NOTE OUR PRICES

Before Placing Your Order On

IMPORTED

DRESSED DOLLS
JOINTED DOLLS
NOVELTY DOLLS
WOODEN TOYS
METAL TOYS
FAVORS
HALLOWEEN NOVELTIES
EASTER NOVELTIES
XMAS NOVELTIES

Pay Us a Visit at the Hotel Morrison

during the Toy Fair, and let us tell you about our Special Proposition in which we quote you prices F. O. B. factory, if you wish.

COMPARE OUR PRICES WITH OTHERS

and then decide for yourself how reasonable our prices are. We repeat, you owe it to yourself to

BE CONVINCED THAT YOU ARE GETTING THE BEST VALUE

when you finally place your import order. Mr. Horace L. Bates will be at the hotel to welcome all of his old friends and to make new ones.

THE LAKENMACHER CO.

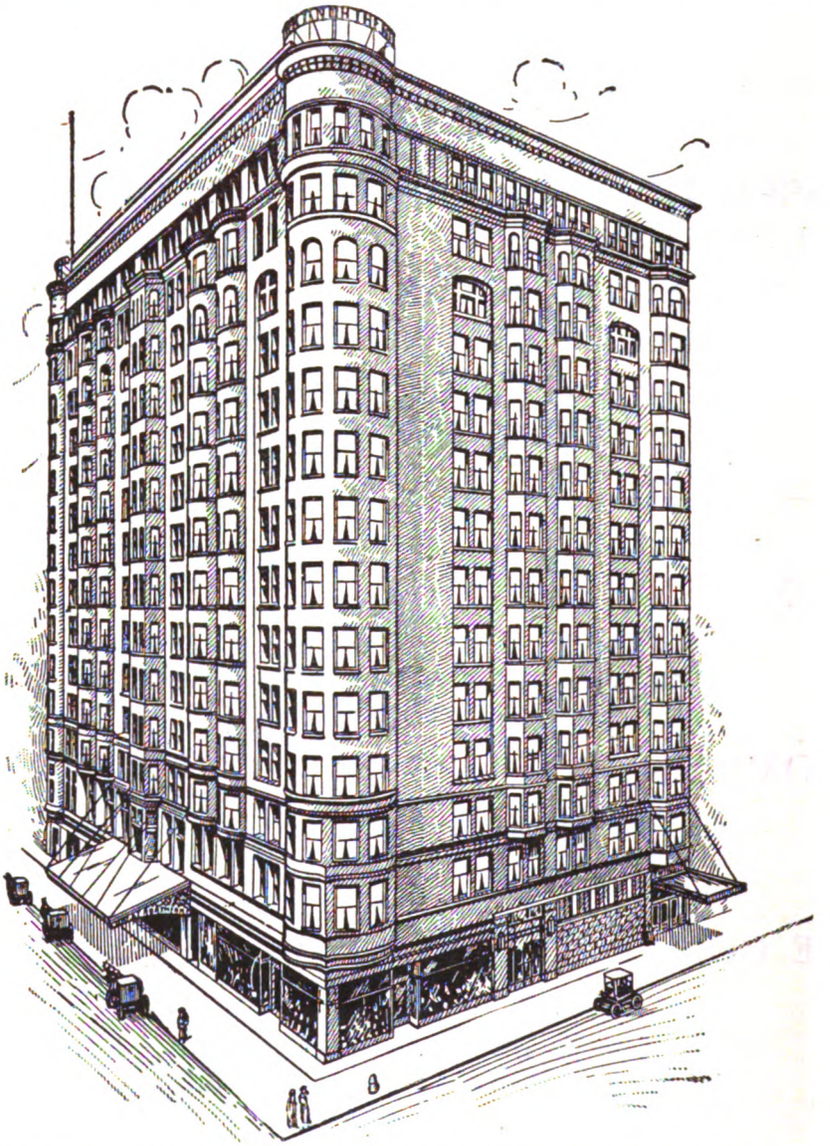
37 Union Square West
New York City

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CHICAGO TOY FAIR

Forty Leading Manufacturers

APRIL 3 to APRIL 22, 1922



GREAT NORTHERN HOTEL

HEADQUARTERS FOR TOY MANUFACTURERS

Dearborn Street and Jackson Boulevard

OPPOSITE THE POST OFFICE

CHICAGO

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CHICAGO TOY FAIR

April 3rd to April 21st, 1922

American Toy Manufacturers

AT THE

GREAT NORTHERN HOTEL

SEVENTH FLOOR

American Flyer Mfg. Co	734-736
American Mfg. Corp	738
N. D. Cass Co	740
John C. Turner Co	730
La Velle Mfg. Co	728
M. Gropper & Sons	726
Kirchen Mfg. Company	724
Benjamin Electric Co	724
Schieble Toy & Nov. Co	722
American Toy Shop	720
Walbert Mfg. Co	718
Gund Mfg. Co	712-714
Arcade Mfg. Co	710
Mason Mfg. Co	708
Ralph P. Harlan	711
Katherine A. Rauser, Inc	709
Meccano Company, Inc	735

EIGHTH FLOOR

Mengel Company	818
McLaren, Sleight Corp	820
Dan Patch Company	824
Jefferson Electric Co	826
The Burdette-Murray Co	828
Toy Company of America	834
Wilder Mfg. Co	814
Readsboro Chair Co	822
Great Western Mfg. Co	830

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CHICAGO TOY FAIR: MORRISON HOTEL, ROOM 314
ACY LEHMAN in Charge

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Clear the tracks!





New Automatic Couplers and Other Desirable Features and Refinements Make the Lionel Line a Faster Seller Than Ever.

New automatic couplers are now standard equipment on all Lionel cars and locomotives. All the boy needs to do is to bump the cars together and they couple instantly. Uncoupling is accomplished by a touch of the finger. This new device has no counterpart in any other toy train manufactured. It is exclusive with Lionel.

New and More Powerful Locomotives

Lionel locomotives for 1922 are being built with greater hauling power than ever before. This new power which makes the engines capable of hauling more cars at higher speed, is produced by equipping them with more powerful motors. No additional useless weight has been added. The increased tractive power is due exclusively to the greater power of the locomotive.

National and local advertising is carrying the message of these great new improvements and of the general superiority of the entire Lionel line of locomotives, "Multivolt" Toy Transformers and accessories to the boys of the United States. Don't be caught short on your Lionel line this year as so many dealers were in 1921. Business for January, February and March at Lionel headquarters was greater than ever before.

For twenty-two years Lionel has been the standard of the world.

Write today for complete catalog and trade price list.

Announcement

The Lionel Corporation requests your presence at its newly built and decorated show-room, occupying the entire sixth floor at 48-52 E. 21st Street. Our sales force is always in attendance to demonstrate each Lionel outfit.

THE LIONEL CORPORATION

48-52 E. 21st Street *Entire Sixth Floor* **NEW YORK CITY**

LIONEL ELECTRIC TOY TRAINS

& Multivolt Transformers



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Three Factories

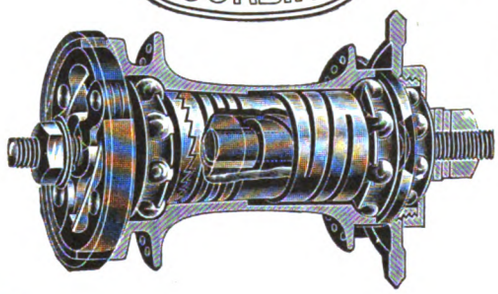
Main Office: Toledo, O.

The American-National Company

First and Only Corbin Coaster Brake Equipped Velocipede

The safety of the occupant of an "American" vehicle has always been uppermost in the minds of American National engineers. This latest new improvement is one of the greatest of our accomplishments. The Corbin brake is a recognized standard and is licensed by the Corbin Screw Corporation of New Britain, Connecticut. There is no danger of lawsuits or trouble.

CORBIN



Pneumatic Tires

Pneumatic tires on tubular velocipedes, in place of solid rubber tires, **$2.50** extra.



THE American LINE
THE LINE BEAUTIFUL



DANDY MAN
Years ago the Dandy Man was presented as the first velocipede. The developments have been rapid and pronounced until today the "American" line presents this complete finished product for the comfort and safety of the occupant.

Permanent Display Rooms

NEW YORK, N. Y.
Baker & Bennett Co., 873 Broadway; Louis Wolf & Co., 268 Fourth Ave.

CHICAGO, ILL.
A. B. Leith, 1319 Michigan Ave.

SAN FRANCISCO, CALIF.
Pacific Sales Co., 718 Mission St.

DENVER, COLO.
Theo. Maus, 424 Charles Bldg.

BOSTON, MASS.
Casey-Sheldon-Foster, Inc., 60 India St.

BALTIMORE, MD.
Frank Wissig, 737 Lombard St.W

Nationally Advertised

—

"Known Around the World"

Catalog and Prices on Request

See American Line First—at 403 Morrison Hotel During Chicago Toy Fair

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The Gun that Shoots and FLASHES when you pull the Trigger

1000 SHOTS FOR ONE CENT

That is why sales started at 100,000 a week and have been growing by leaps and bounds

EVERY pull of the trigger causes a big red flash to jump from the muzzle. And these flashes are absolutely harmless—the Ronson Repeater can be shot anywhere at anything in perfect safety. It complies with the laws of every state.

The National Toy

Boys not only hear it shoot but they **see** it shoot. That is why the Ronson Repeater is the most popular toy pistol ever offered.

The Ronson Repeater looks like a real automatic. It has the same feel and grip, the same gun metal finish. Comes loaded for 5,000 shots. Shoots automatically. Feeds automatically.

Watch for the Advertising

Sales of the Ronson Repeater started at 100,000 a week and have been growing steadily without one line of advertising. Figure for yourself what they will jump to when the big national campaign starts. This campaign is headed by full page space in The Saturday Evening Post and includes a long list of boys' publications.

Get some Ronson Repeaters on your counters now. Every boy and girl wants one. Every boy will be asking for the Ronson Repeater as soon as the advertising begins. Don't miss sales. Write us at once and let us give you complete information about this wonderfully fast-selling pistol. A 25 cent retailer; higher in the West. Start a letter our way today.

THE ART METAL WORKS
4 Aronson Square NEWARK, N. J.
FOR 35 YEARS MAKERS OF HIGH GRADE METAL NOVELTIES.

Ronson Redskin RELOADS

Nothing but the genuine Ronson Redskin Reloads will make the big flash in the Ronson Repeater. And they mean additional sales and profits for you when the boys learn they can get

1000 Shots for One Cent

The Ronson Repeater and Ronson Redskin Reloads are fully protected in U. S. A. and Abroad under Letters Patents issued:

Nov. 27, 1906
Aug. 2, 1910
July 23, 1918
Dec. 31, 1918
Nov. 8, 1921

and other patents issued and pending.

The RONSON REPEATER

TRADE MARK REGISTERED PATENTED IN U. S. A. AND ABROAD

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This is why your toy business grows

MANY of your sales of Mengel Playthings are made outside your store—entirely without your knowledge. The boy or girl who owns a Mengel toy is the envy of all the neighborhood. There's a constant pressure on other parents to "get me one like Willie Smith's"—the sort of sales talk no merchant or manufacturer can ever duplicate or equal.

Couple this with the fact that Mengel Playthings meet the parent's demand for durability and safety, and you will begin to understand the gratifying increase in your toy business.

The big season for toy sales will soon be here. It will pay you to look over your stock now and make sure you have a full line of Mengel Playthings for display.

All orders are filled according to the date of receipt.

The new Mengel Catalog, showing every Mengel Toy in full colors, is now ready and will be mailed on request.

THE MENGEL COMPANY, INCORPORATED, LOUISVILLE, KENTUCKY

Mengel Headquarters at the Chicago Toy Fair will be Room 810 Great Northern Hotel.

Mengel Playthings

JUST FOR FUN

MENGEL PLAYTHINGS

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Gendron
"Pioneer Line"





Sunshine and Profits

The bright and shiny days—outdoor play days—are almost here. Get ready for the season's play vehicle demand.

The cry will be for Gendrons—"The Pioneer Line." This year, more than ever before, the story of Gendron superiority is being told to **your** customers through national advertising, booklets and folders.

"Cash in" on these efforts. Keep "Pioneer" vehicles always on display.

"The Pioneer Line" is the complete line. There are coaster wagons, velocipedes, tricycles, automobiles, hand cars, scooters, doll carriages—a vehicle to satisfy the play wants of every healthy, active child.

You don't have to sell Gendrons; we do that **for you.** Just keep a supply on hand to fill orders.

We are the oldest and largest manufacturers of juvenile vehicles in the world. Our reputation is an asset to your business.

The Gendron Wheel Co.

635 Superior St. TOLEDO, OHIO

GENDRON Sample Rooms

Kaufman, Levinson & Co.
151 Chambers Street
For New York City

Geo. E. Dalton Co.
180 New Montgomery St.
San Francisco, Cal.

Geo. Borgfeldt & Co.
16th & Irving Place
New York City

Geo. E. Dalton Co.
610-611 Marsh-Strong
Bldg., Los Angeles, Cal.

Lynn & Rutledge
1003 Equitable Bldg.
St. Louis, Mo.

Gendron - "The Pioneer Line"

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Child Improvement Outfits

(PATENTED IN THE UNITED STATES AND CANADA)

Useful and Attractive — Instructive and Entertaining







AT THE TOY FAIR, April 3rd to 22nd

HOTEL MORRISON, CHICAGO
ROOM 509

This Exhibit will be in charge of Mr. S. L. Green

- Wonder Nature Stories
- Bird Wonderland
- Animal Wonderland
- Wonder Garden
- Wonder Speller
- Funny Face
- Playland Reader
- Bird Wonder Speller
- Ideal Speller
- Playtime
- Wonder Numbers
- Lost Letter
- Wonder Multiplication
- Table 1 to 5—6 to 10
- Garden Speller
- Animal Set-Ups

Printed in English, Spanish and Portuguese.
Beautiful Natural Colors.

Size, 8½x12½ ins. Boxed. Retail price, $1 each. Postage 15c each
Half Size, boxed. Retail price, 75c each. Postage, 8c each

SOLE MANUFACTURERS—Infringements will be prosecuted.

IDEAL BOOK BUILDERS, Publishers

9 South Clinton Street, Cor. Madison - - - - CHICAGO, U. S. A.

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A Record-Breaking Sales Maker

Since we announced the reduction of price on the Daisy Liquid Pistol at the first of the year, it has made a phenomenal sales record.

Dealers tell us that it is the fastest selling article of its kind that they have ever handled.

The reason is clear.

No other toy pistol of any kind, at anything like the price, has ever been so well made, and no water pistol is so simple or so sure in operation, and so durable in use.

The Daisy Liquid Pistol looks just like a real automatic, except that it shoots water instead of bullets. It is entirely harmless; made entirely of metal; no rubber bulb to get out of order. Two models; the single-shot retails for 25 cents; the 5-shot repeater sells for 50 cents.

A Warning to Imitators

Since the Daisy Liquid Pistol was placed on the market, it has proved such a wonderful seller that different manufacturers have attempted to imitate it. Most of the imitations are so plainly worthless in comparison that no dealer would be tempted to buy them. We wish to warn everyone that the Daisy Liquid Pistol is fully protected by patents, and already several infringing concerns have been stopped by the courts from making or selling the infringing article. It will pay every dealer to look for our mark on the pistols he handles.

Ask your jobber for prices, or write us for full information. Made in the same factory as the famous Daisy Air Rifle.

DAISY MANUFACTURING COMPANY

PLYMOUTH, MICHIGAN, U. S. A.



New Prices on Daisy Air Rifles

In order to put the entire Daisy line practically on a pre-war price basis, we have made sharp reductions on several models. Get the new prices from your jobber.

DAISY

LIQUID PISTOL

Pacific Coast Branch
Phil. B. Bekeart Co., Managers
717 Market St., San Francisco, Cal.

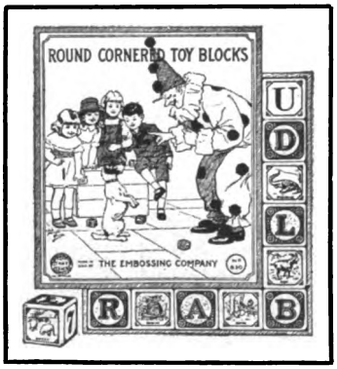
Southern Representatives:
Louis Williams & Co., Nashville, Tenn.

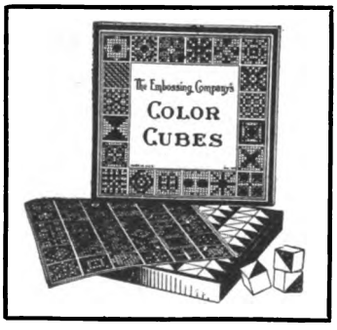
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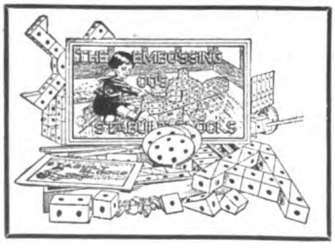
THE EMBOSSING COMPANY, ALBANY, N.Y.











FIFTY-TWO YEARS OF HONORABLE SERVICE

This year it will pay you to give full consideration to THE EMBOSSING COMPANY'S Standard, High Quality Line. Carry a better assortment—give our line more prominence—you will be pleased with the result.

Most every merchant knows the sure selling, staple quality of our goods. You are in business to sell goods. Buy a line that will sell on sight and has sold well year after year for over fifty years.

Buyers may order our goods with confidence, so why take chances with lines of unknown and untried qualities.

For 1922 we offer a splendid assortment of items to retail at popular prices. Inspect our samples and compare our quality and prices before placing any orders.

Catalog and price list gladly sent upon request

STABUILT BLOCKS - A B C BLOCKS - BUILDING BLOCKS
SPELLING BLOCKS - COLOR CUBES DOMINOES
CHECKERS - BEND-I-KINS - and other Specialties

THE EMBOSSING COMPANY

Main Office and Factory, Albany, N. Y.

New York Office and Display Room, Room 440, 200 Fifth Avenue, Corner 23rd St.

Our lines will be on display at the Palmer House, Chicago, during April.

THE EMBOSSING COMPANY ALBANY N.Y. TOYS THAT TEACH

WHEN ANSWERING ADVERTISEMENTS, PLEASE MENTION TOYS AND NOVELTIES.

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THE N. D. CASS CO., ATHOL, MASS.

Announce Opening

of their

NEW YORK SALESROOM

Fifth Avenue Building - 200 5th Ave. - Room 412

CASS PIANOS

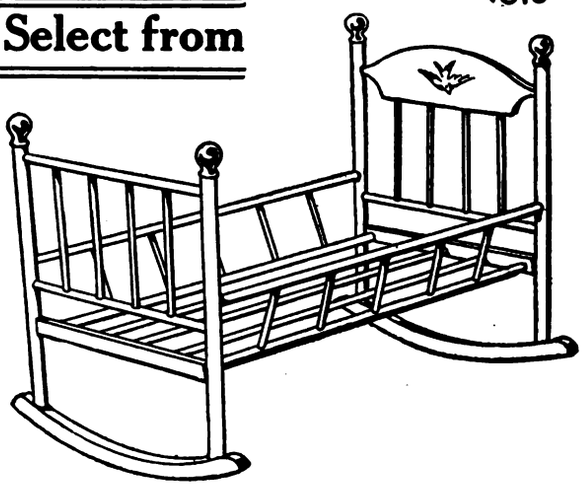
with French Ivory Keys

FUNNY FACE FAMILY

The toy that never grows tiresome

AMERICAN TOYS

300 Numbers to Select from

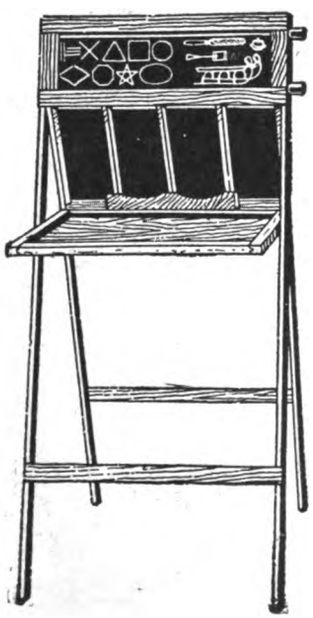


Write for Catalogue

CHICAGO TOY FAIR

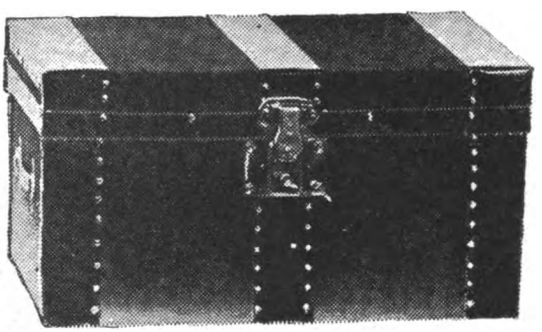
Great Northern Hotel

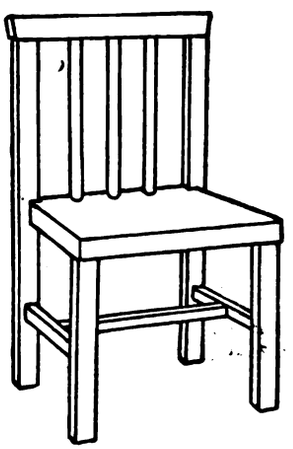
Room 740



CASS TOYS

TOYS OF QUALITY!





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EAGLE BRAND

Rubber Toys
Balloons - Balls

A PAIR OF WINNERS

—A Proven Fact



The Dolly Dare Assortment—

How could this bright, attractively decorated box of famous Eagle Brand Balloons be other than a winner? Dealers everywhere are voicing their enthusiasm over the rapid-selling, profit making qualities of this splendid assortment. The children buy them; the parents buy them; everybody is attracted by the nifty package. It is irresistible.

The General Assortment—

another attractively decorated counter carton that is sure to catch the eyes of the parents as well as the kiddies; assorted in two ways, 5c and 10c.



The 5c assortment contains 144 pieces in different styles and shapes—squawkers, airships, picture balloons, etc., in beautiful non-fading colors.

The 10c assortment contains 72 balloons of extra large size, four styles: Watermelons, Bag Pipes, Large Continuous Noise Makers and Jumbo Squawkers.

Every balloon is a direct appeal to buy. Don't delay a minute. If your jobber can't supply you write us direct. We will gladly send samples.

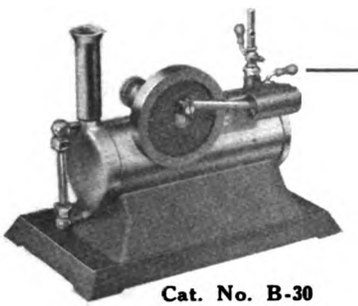
THE EAGLE RUBBER CO.

ASHLAND·OHIO·U·S·A·

NEW YORK OFFICE 35 UNION SQUARE

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ANNOUNCING
TO THE
TOY BUYERS OF AMERICA



Cat. No. B-30

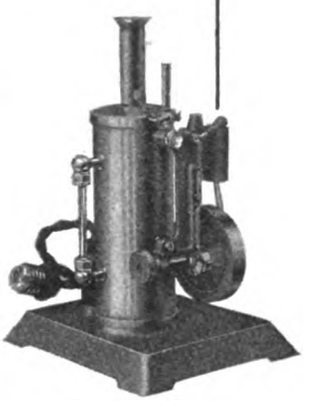
THE EMPIRE ELECTRIC
TOY STEAM ENGINES

PERFECT working models. Designed and built to perform—no danger from fire—electrically heated—heating element guaranteed—five feet of cord separate from engine—attachment plugs on each end—safety valve prevents liability of explosion.

Finished in bright red enamel and highly polished nickel.

Packed three to a carton.

RETAIL PRICE ONLY $12.00



Cat. No. B-31



Cat No. B-26

THE EMPIRE ELECTRIC
TOY RANGE
It Cooks—It Bakes

EACH range comes packed in an attractive carton with set of aluminum utensils, 16 inches high, 11 inches wide, 6 inches deep. Three ranges to a crate.

RETAIL PRICE ONLY $10.00

MANUFACTURED EXCLUSIVELY BY

THE EMPIRE TRANSFORMER CO.

2000 Southport Avenue

CHICAGO, ILL.

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Tiny Toter for Tiny Tots

has proven

A Knock-Out



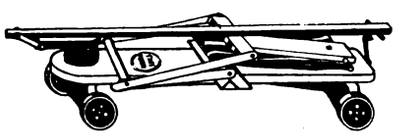
TINY TOTER



Patented May 3, 1921

folds into a package that is easy to carry on the car, train, boat, up or down stairs and in the automobile. When folded it is 30 inches long, 12 inches wide, 8¾ inches high and weighs only 6¾ pounds. Built very substantially throughout of high-grade material and workmanship.

The steel disc rubber tired wheels make it an easy matter to pull or push TINY TOTER around the furniture throughout the house. Can be turned completely around in a very small space and travels with ease through doors and other small openings. The wheels are equipped with rubber tires, held in place by metal flanges, which make them uninjurious to the floors and carpets.



TINY TOTER folds into a package that is easy to carry.

WIRE OR WRITE FOR SAMPLES

Packed—Three to the Carton

Manufactured by

THE FILBERT-GREER MAN'FG CO.
DAYTON, OHIO

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FEDERAL—THE *SAFE* REPEATING CAP PISTOLS

Because of handsome finish and appearance and also because of their safety, the Federal line of repeating cap pistols has become the standard for quality all over the country. Jobbers know that their customers will sell Federal pistols quickly and that they give satisfaction when in actual use.

To those jobbers who have not handled Federal pistols, we say, give our line consideration this year. We will abide by the result. To retailers: ask your jobber for Federal pistols. They will make you money.



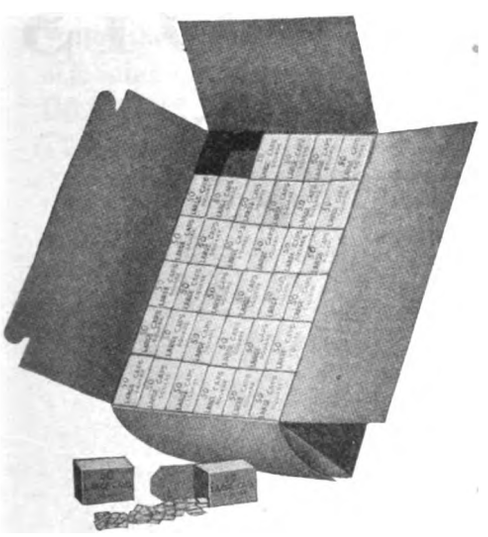
The Federal No. 1

50 Shot safe repeating cap pistol. Sold only with Federal ammunition, not by themselves. Resembles and works like a real revolver, but is absolutely harmless.



The Federal No. 2—Extra Large

50 Shot safe repeating cap pistol. A quality toy, handsomely finished in nickel plate. Gives 50 loud reports to every roll of caps, singly or one after another as fast as trigger can be pulled. Absolutely safe as caps are locked in body of pistol by iron magazine cover. May be ordered without caps. 1 in carton, ½ gro. to case.



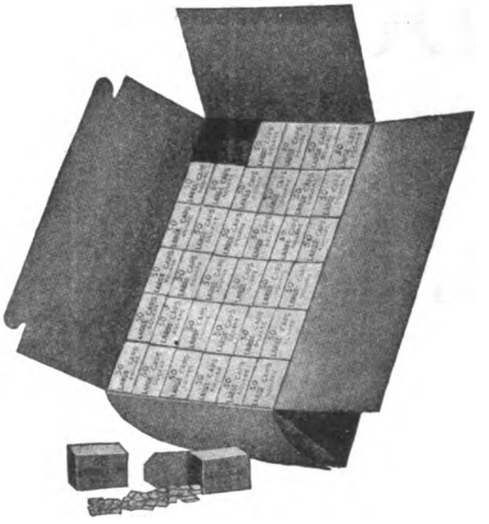
Baby Single Shot Caps

All prepared by a special patented process in our own factories and guaranteed to be safe and to give satisfaction



Repeating Roll Cap Ammunition

For our pistols Nos. 1 and 2. 50 caps to roll produce 50 loud reports fast as trigger is pulled. Caps can be ordered without pistols.



Mammoth Single Shot Caps

Made by us by a patented process. Absolutely safe even in hands of smallest child.

See our line at 235 East 85th St., New York City

JOBBERS ASK FOR PRICES

FEDERAL-BUSTER CORPORATION

304 LEXINGTON AVE. **PITTSBURGH, PA.**

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Cable Address
"Kelhetter"

Code Used
A B C 5th Edition Improved

FAVORS, TOY & NOVELTY
IMPORTING CORPORATION

31 East 17th Street
Union Square Tel. Stuy. 9890
NEW YORK, N. Y.

You are cordially invited to visit our showrooms to inspect our large and varied lines of imported

DOLLS—FAVORS—TOYS
NOVELTIES—ETC.

Our prices defy any legitimate competition.

Deliveries guaranteed.

Don't fail to look over our lines before placing your order.

CHICAGO TOY FAIR
Hotel Morrison Rooms 445-446

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A STEP IN THE RIGHT DIRECTION

THE DRAWING MASTER

An All the Year Round Seller for Your Department

Exclusive window displays are scheduled throughout the United States.

There is going to be one in your vicinity in the near future.

Watch the windows of leading stores for DRAWING MASTER displays.



SERVICE

Courses in Drawing, Coloring, Lettering and Cartooning together with a Monthly Magazine Service--including Pictures, Pictorial Digest and many other original features--furnished to each individual purchaser of a DRAWING MASTER.

EDUCATIONAL OUTFITS - COMMERCIAL OUTFITS

Fully protected by Copyrights and Patents Pending

Retail Prices
$2.00 to $15.00

Visit Display Room 828 Great Northern Hotel Chicago Toy Fair

for detail information and discounts.

OR WRITE

THE BURDETTE-MURRAY CO.
CLEVELAND, OHIO

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The Cleco Corporation

Importers

5 East 17th St.
New York

DOLLS AND TOYS

STOCK **IMPORT**

SEE OUR DISPLAY AT CHICAGO TOY FAIR

HOTEL MORRISON
ROOMS 503-504-505-506
DURING APRIL

LEHMANN & COMPANY

Exporters

NÜRNBERG, GERMANY

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For Easter Import 1923

Our complete line of plain and trimmed baskets, cotton novelties, candy box assortments, etc., is now on display. It is the largest and most complete line we have been able to show for a number of years.

On account of our long experience in Japanese goods we can assure you of quality merchandise at lowest market prices. Also silk flags, shamrocks and heart boxes.

DOLLS and TOYS for 1922 DELIVERY

Our complete lines of both German and Japanese merchandise, both on Import and for STOCK, immediate shipment, are ready.

CHICAGO TOY FAIR

Our Mr. F. Langfelder will have all of the above mentioned merchandise on display at the Palmer House, Chicago, Room 348, from April 1st.

Langfelder, Homma & Hayward, Inc.

(Continuing Import Misc. Dept., of Morimura Bros.)

221-227 Fourth Ave. New York City

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Quality Mechanical Toys at Popular Prices

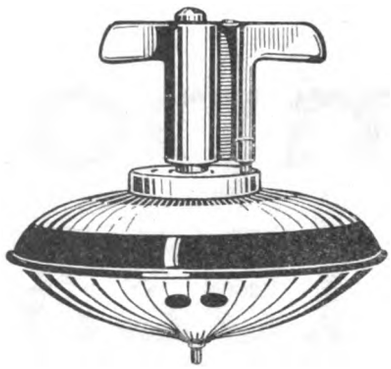
KEYWINDER ONE-HAND GRIP SPRING TOP

Brand New

Improved

Best Quality

Size 4 Inches in Diameter



Retails for Ten Cents

Brightly Finished

Hand Striped

Durably Constructed

The Biggest Top Value on the Market

"FLASHO" GRINDER



Shoots Sparks
Retails 25 Cents

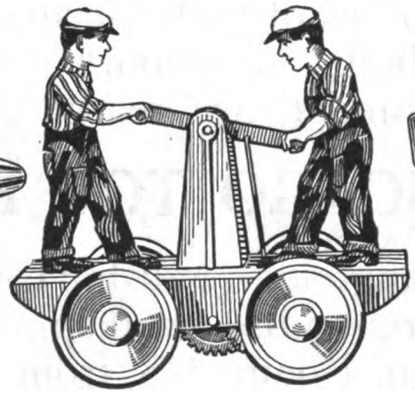
WRITE FOR SAMPLES AND PRICES

'HANKEE" FARMER BOY



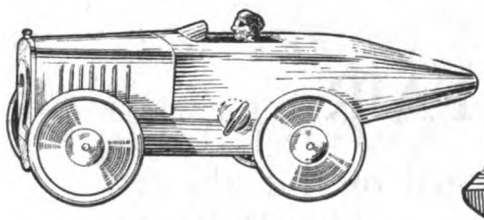
Walks
Retails 50 Cents

HAND-CAR



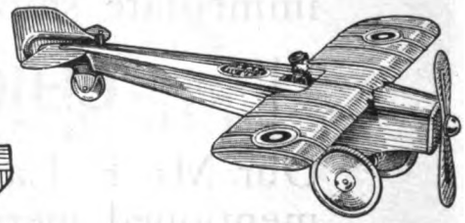
Retails 50 Cents

"SPEEDO" RACER



Retails 25 Cents

"BIG-SIX" AIRPLANE



Retails One Dollar

GIRARD MODEL WORKS HOOD'S MECHANICAL TOYS GIRARD.PA.U.S.A.

GIRARD MODEL WORKS

200 FIFTH AVENUE

NEW YORK

PHONE 1782 GRAMERCY

FACTORY GIRARD, PA.

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HY-SIL MFG. CO.

Revere, Mass.

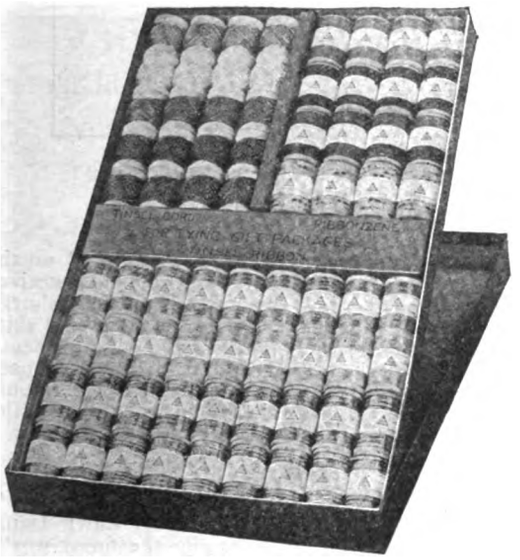
AAI Quality AAI Quality

Tinsel Ribbon

Do not buy braid—buy the original and genuine Tinsel Ribbon

Tinsel Cord---Tinsel Garlands
Ribbonzene

The *finest* and *most complete line* of *tying items* sold



Cabinets

of

Tinsel Ribbon

Tinsel Cord---Ribbonzene

Cards---Tags---Seals



HOLLY AND CRETONNE BOXES

Narcissus Bulb Gift Boxes

"The Gift That Grows"

HY-SIL MFG. CO. :: Revere, Mass.

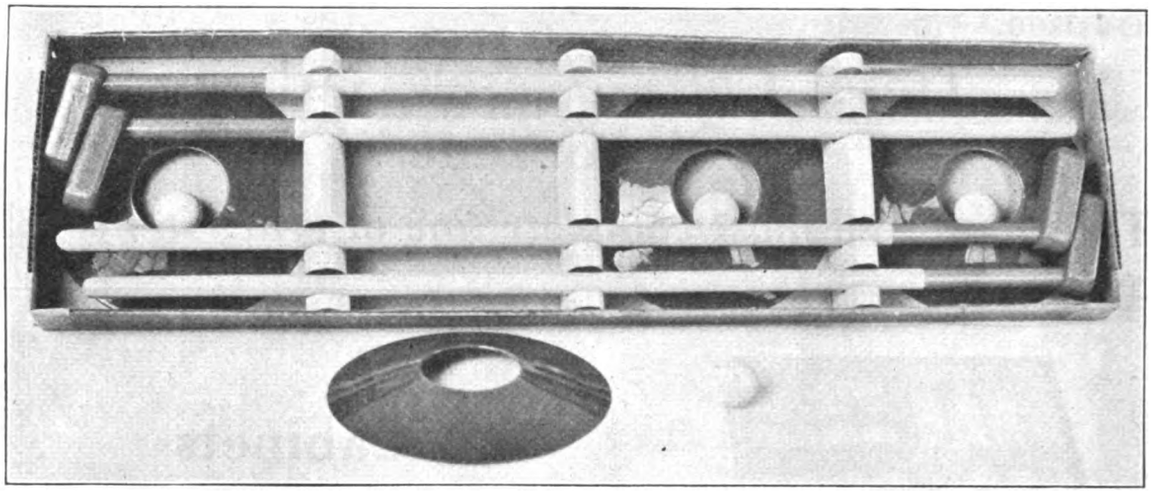
——REVERE MILLS——

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PUT-PUT

Makes any Lawn a Golf Course

Take advantage of the opportunity now existi ng to cash in on the wave of popularity of Golf which is now spreading over the entire country. T he "Golf Craze" is on—thousands are taking the game up; time and expense prevents many more th ousands from indulging. You can sell PUT-PUT, Lawn Golf to these. It enables them to enjoy the b est delights of Golf right at home, and is available to the whole family. It affords mild exercise and h ealthy recreation—not too strenuous for Dad and Mother, and yet snappy enough to hold the interest of the boisterous youngsters.



READ HOW PUT-PUT SELLS

SPECIFICATIONS:

Clubs: 35 inches long. Beautifully finished in two bright colors.

Outdoor Holes: Steel tubular cups, to be placed in the ground.

Indoor Holes: Conical steel disks. Lustral Enamel finish.

Balls: Golf design, solid rubber balls. Look like regular golf balls.

Packing: Neat, strong fibreboard box, 36 inches long by 9 inches wide. Especially set up for good display.

No. 1 Set, Complete (Outdoor and Indoor)
4 clubs, 4 outdoor holes, 4 indoor holes, 4 balls.

No. 2 Set, Indoor
4 clubs, 4 indoor holes, 4 balls.

No. 3 Set, Outdoor
4 clubs, 4 outdoor holes, 4 balls.

Besides PUT-PUT, we have two other dandy home golf games:—Ask us for the data on Multi-Golf and Trap Golf. Absolutely new.

In the few months since PUT-PUT was placed on the market, both sales and favorable comment received show that this game is a winner. A big Pittsburgh store has sold 4 shipments, one in Cleveland sold 3 shipments and another in Cincinnati has sold 5 shipments. Many have ordered twice. These sales were made without special demonstration. Dealers say it is only necessary to place a club in a customer's hand, and the sale is made. Everybody likes it.

The Price

Think of it! This new game; the best Lawn Game brought out in many a season, having the finest workmanship and finish, retails for less than half the price of a croquette set of equal quality. The No. 1 set retails for $4.00, the No. 2 and No. 3 sets for $3.50, and these prices allow tempting profits to the dealer.

The season will soon be here! Order a sample set TODAY

By the time you receive your sample set the selling season will be almost upon you. People are already thinking of outdoor sports for recreation and amusement in the open air. Be ready to fill the demand for equipment—Display PUT-PUT, Lawn Golf.

Write us, or see our line at the Chicago Toy Show in April at the exhibit of George Bathgate, 439 Morrison Hotel, Permanent Sales Office 810 First National Bank Building.

THE UTHE SPECIALTIES CO.

Elyria, Ohio

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Super Quality Toledo Juvenile Vehicles Super Quality



The Smile That Won't Come Off

It's a pleasure to build vehicles for Kids — to sense the thrill of their youthful enthusiasm for something really worth while.

You doubtless find the same joy in selling, that we do in building—the right line — with the bang-up new features that make your young patrons just radiate happiness from morning to night.

We want you to see our new Automobile line.

If there's anything on the large cars that has not been reproduced, it has not been discovered up to date.

All the special features are there and it takes but very little imagination to hear the engine purr—the gear slip into high and away they go with a loud blast of the siren—spot light, fender, mirror, bumper and all.

See our line at the Chicago Toy Fair

A representative line of Automobiles, Wagons, Velocipedes, Doll Vehicles, Novelties, etc., will be shown from April 5th to 25th at

601-602 Morrison Hotel
CHICAGO, ILL.
Exhibit in Charge of F. B. Crosby

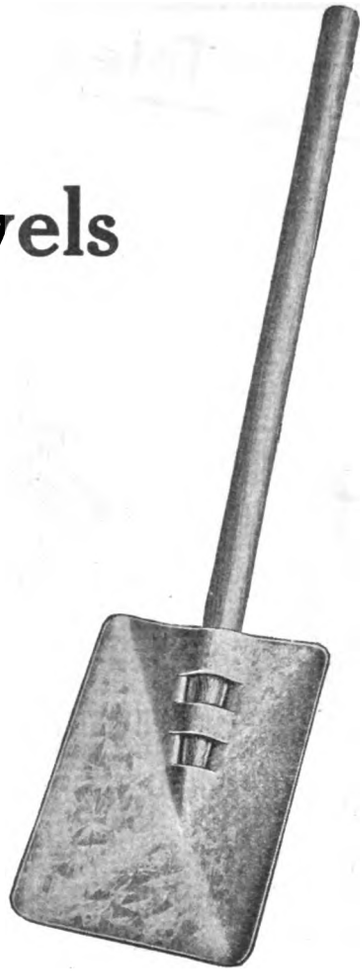
Catalog of "Toledo" lines is now on the press. Write for your copy. It's brim full of new ideas to increase your sales.

The Toledo Metal Wheel Company
INCORPORATED IN 1887 — Toledo, Ohio. — INCORPORATED IN 1887
Originator of the Juvenile Automobile

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Iron Horse Sand Pails and Shovels





Here Is a Toy Pail and Shovel you simply cannot bend or break

The kind of toys that last and repeat. We build the pails of heavy gauge galvanized iron and with the same care and thoroughness as our regular line of water pails. They can be had either tastefully striped in red or beautifully enameled in red, green or blue outside and white inside.

And the shovels—notice how the handle is inserted in the extra heavy galvanized metal blade, it positively cannot come loose and you cannot bend or break it. We also enamel these shovels to correspond with the pails.

Our line includes also:

All Metal Toy Drums
Toy Snow Shovels
Children's Wash Tubs

All made from extra heavy galvanized metal, handsomely striped or enameled.

Write for printed matter and prices on our complete line of Iron Horse Metal Toys.



These neatly designed sprinklers, two quart size in the striped and enameled style, appeal both to children and grown-ups.

ROCHESTER CAN COMPANY

ROCHESTER □ **NEW YORK**

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TOPLIFF-ELY CO.

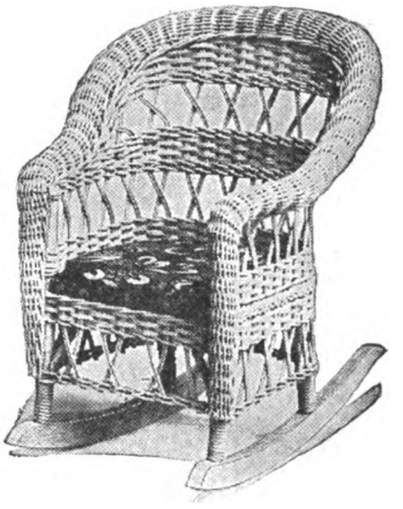


WASHINGTON, PA.

Manufacturers

of

DOLLS



Collapsible Go-Carts

Loom Woven Fibre Reed Carts
English Perambulators

Fibre Reed Stroller Carts
Genuine Reed Carts

Also

Toy Reed Furniture

Juvenile Reed Furniture

Permanent Showrooms

Fifth Avenue Building

Room 232

IN CHARGE OF



JOHN P. CURRAN

Make his office yours while in New York. Let him help you.

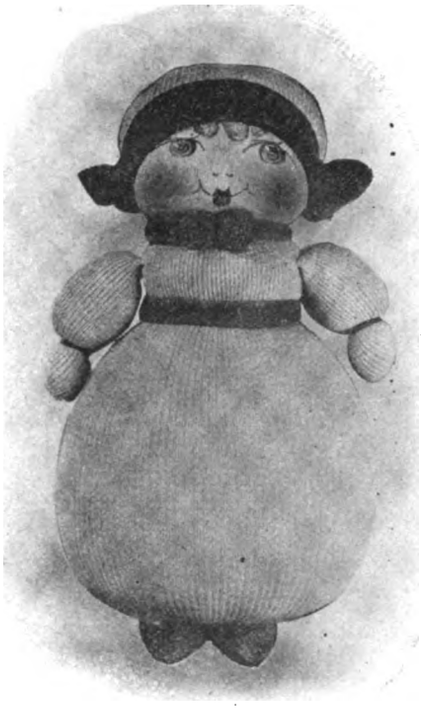


CHICAGO TOY FAIR

HOTEL MORRISON - Rooms 514-514A

WHEN ANSWERING ADVERTISEMENTS, PLEASE MENTION TOYS AND NOVELTIES.

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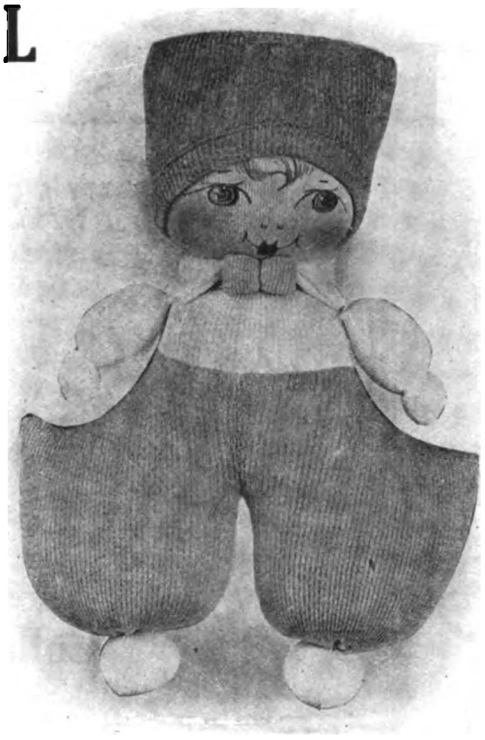
MAWAPHIL DOLLS

Hand Made
Hand Painted
Soft Art Dolls and Animals

Twenty new and attractive numbers to retail from 50c to $2.50.

Each number is made in an assortment of bright and attractive colors.

Write for Catalogue and Price List.



Don't fail to see this Wonderful Line at the Chicago Toy Fair. Room 439, Morrison Hotel

GEORGE BATHGATE
Manager of Chicago Office
810 First National Bank Bldg.

MAWAPHIL DOLLS
125 S. PRYOR STREET
ATLANTA, GA.

New York Office and Show Room
8th Floor, Bush Terminal Sales Bldg.
130 West 42nd Street

Novelty Stuffed Dolls and Animals

It will surely pay you to examine our line of soft, warm, lovable dolls and animals. Highest quality standards prevail in our factory as regards material and workmanship. The materials used are of the brightest colors. We use only silk floss or kapoc for stuffing, making each article light and soft.

THE LINE INCLUDES:
Kat,
Bunny,
Frog,
Duck,
Bear,
Monkey.
Humpty Dumpty,
Elephant,
Dog,
Baby Hippo.
We also show Mary Jane, Topsy and Mary Ann.
Description here would be inadequate. PLEASE ASK FOR SAMPLES.

Send for an assorted sample order and see for yourself the beauty of the Ross & Ross line or see the line at the Chicago Toy Fair at

Room 439 Hotel Morrison

ROSS & ROSS

4 Monte Vista Ave.

Oakland - - California

Geo. Bathgate, Representative, Permanent Chicago Salesroom, 810 First National Bank Bldg.

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An Innovation

THE CAR WITH THE ENGINE

RUNS JUST LIKE DAD'S

The Valves Bob Up and Down—But the Child Provides the Power

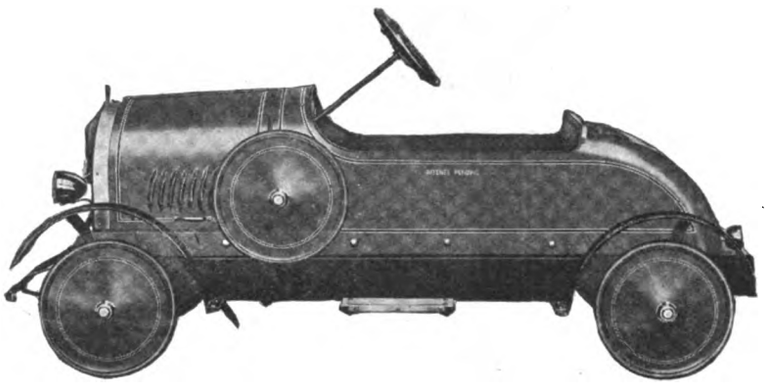
Made in 12 Sizes

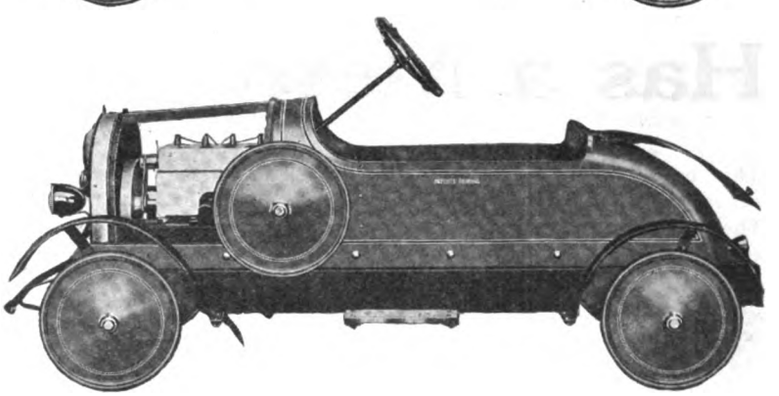
To Meet All Price Requirements

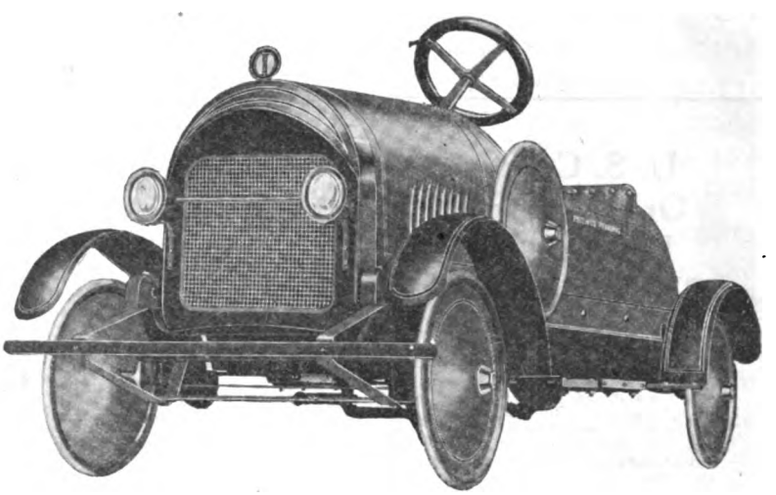
This Juvenile Automobile, which proved the sensation of the New York Toy Fair, will block the traffic in front of your store.

Just connect the Free Running four-cylinder engine to any electric motor, put the car in your window and watch the result. Every youngster in the neighborhood will want one.

The Engine, which is connected with the driving mechanism, is a replica of a regular engine with cam shaft, fly wheel, fan and fan belt, tappet valves and wired spark plugs.







ATTRACTIVE FEATURES

Gracefully designed, beautifully finished in colors, upholstered throughout, disteel wheels with rubber tires (one extra provided), ventilator in hood, bumper, wire mesh on front of radiator, gas control on steering wheel, excellent horn, gear shift, compartment back of seat, motometer, speedometer, clock, and self-starter that actually turns over the engine.

DURABLE FEATURES

Roller bearing throughout, including rear axle support and compound leverage in driving mechanism which runs 50% easier than in any other car made.

Pedals adjustable for all ages.

All Cars Sold with or without Electric Lights

Order One for Your Window and You'll Order the Line

Full Information on Request

T. M. VAUGHAN

MANUFACTURER AND INVENTOR

LISBON **OHIO**

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Has a Message for Every Toy Buyer

This boy, and more than 10,000 other boy and girl members of The Chemcraft Chemist Club, are always boosting for CHEMCRAFT, the original and best chemical outfit. He has a message for you—read it!

"IF you want to sell something nine out of ten boys and girls are interested in, sell CHEMCRAFT. It's the only GOOD chemical set there is; gives the biggest value for the money and it's real chemistry!"

CHEMCRAFT is improved and bettered this year and is sure to be more popular than ever. The prices are right, and you cannot buy as much, or as good at any price. CHEMCRAFT is the original chemical set; has always been the leader and is fast earning the bulk of the business in its class. Made right, packed right, advertised right, put out to the trade right—and makes money for toy departments at all times.

CHEMCRAFT, and other Porter Products are fast-selling, money-making items that should be on your counters. Increased values on CHEMCRAFT and reduced prices on other Porter Products, make them doubly attractive.

U. S. Court Order Stops Imitator of CHEMCRAFT

The U. S. Court of the Middle District of Pennsylvania has decided that the "Junior Chemist", "Wandcraft" and "Photocraft" outfits made and sold by the American Drug & Chemical Co., Gettysburg, Pa., are imitations of CHEMCRAFT and that the manufacturers are guilty of unfair competition, of infringing the CHEMCRAFT trade mark and the copyrights covering the CHEMCRAFT instruction books and other literature used by us. The American Drug & Chemical Co. is perpetually restrained from making and selling these outfits.

This statement is made in order that the trade in general may be informed in the matter.

Send for Catalogue and New Prices

showing the whole line. It is a convenient book for your file. Your request will bring it at once.

The Porter Chemical Company

Porter Products Put Science at Your Service

Executive Offices: Hagerstown, Md.

New York Sales Office
Fifth Avenue Building, 200 Fifth Avenue
ROOM 428

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Chicago Toy Fair—1922

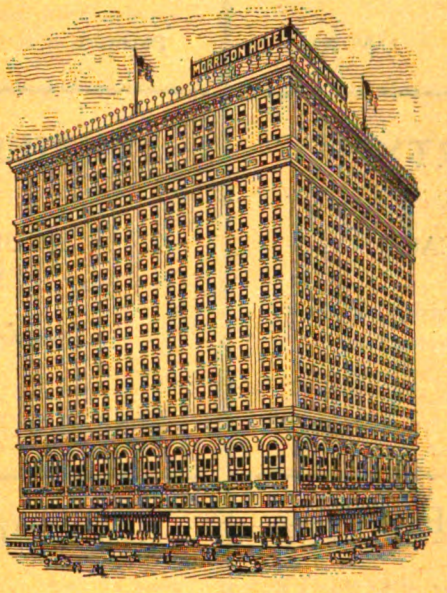
NEW MORRISON HOTEL

HEADQUARTERS FOR TOY MEN

Second and Corner Section of

NEW MORRISON HOTEL

OVER 1000 ROOMS—EVERY ROOM WITH A BATH—
$3.00 AND UP

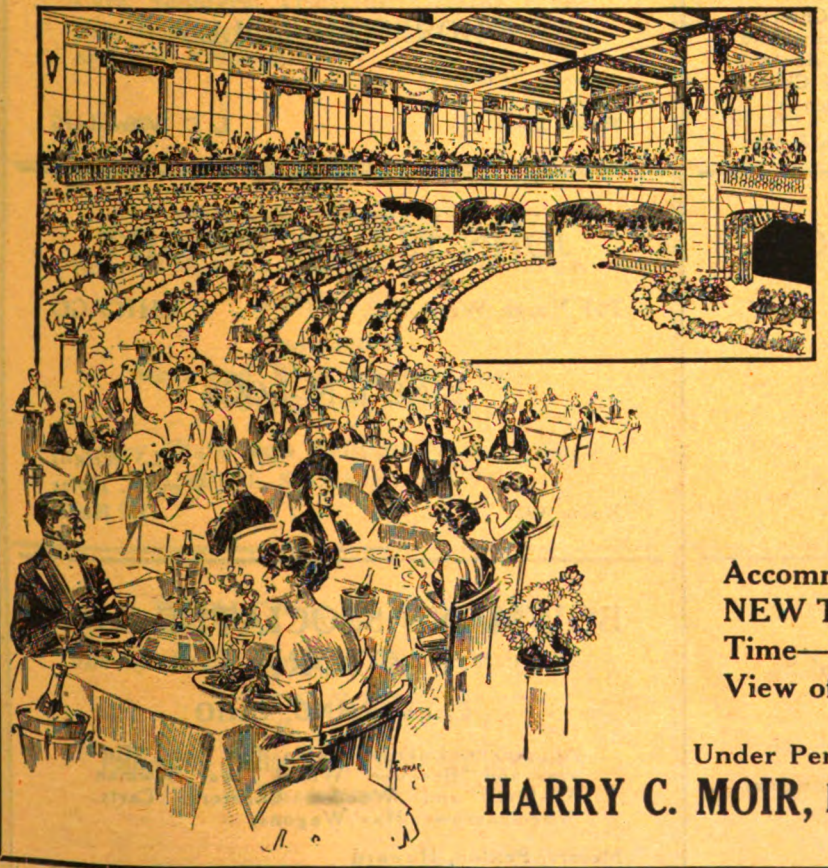


Conveniently Located in the Heart of the Loop

Chicago's Newest and Most Up-to-Date Hotel

Maximum of Service Minimum of Cost

Hotel Morrison to Be the Home of the Greatest Toy Fairs



Believing that Chicago, the Great Central Market, should have the greatest Toy Fair in the country, the Hotel Morrison will make special efforts to promote the annual display of toys in this city. The number of toy exhibits during April, 1922, will be the largest we have ever had. For 1923 the number will be still larger. Reservations for space next year can now be made with Mr. B. J. Bowman.

Accommodations for 1400 in Our NEW TERRACE GARDEN at One Time—Every Table Giving Perfect View of Entertainment.

Under Personal Supervision of

HARRY C. MOIR, Proprietor and General Manager

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Chicago Toy Fair, Hotel Morrison, First Three Weeks April

SIDWAY MERCANTILE CO.

ELKHART, IND.

Doll Carriages and Strollers in Reed, Fiber and Wood

Rooms 532-533 J. N. Auer

FLEISCHAKER & BAUM

NEW YORK, N. Y.

Effanbee DOLLS

Parlor L Walter E. Fleischaker

AMERICAN COLORTYPE COMPANY

1151 ROSCOE ST., CHICAGO

Paper Dolls and Cut-out Toys, Post Cards, Christmas and Holiday Goods, Toy Books, Fold-A-Way Toys

Room 436 H. W. Roden

AVERILL MANUFACTURING CORP.

37 UNION SQUARE, WEST
NEW YORK, N. Y.

MADAME HENDREN DOLLS

They Walk and Talk

Room 314 Acy Lehman

MORTON E. CONVERSE & SON CO.

WINCHENDON, MASS.

Rosewood Furniture

Beds — Bureaus — China Closets — Tables — Chairs—Wash Sets with FIBRE Tubs and Pails—Fairyland Drums—Toy Military Drums—Kitchen Cabinets—Horses—Chimes—Blocks—Blackboards—Tool Chests—Yachts—Bild-a-Boats—Trunks—Kiddie Horses.

Parlor G Ralph Brunn

E. I. HORSMAN & AETNA DOLL CO.

NEW YORK, N. Y.

HORSMAN DOLLS

Room 310 L. C. Wittenberg

FEDERAL DOLL MFG. CO.

223 WOOSTER ST., NEW YORK, N. Y.

ROZE DOLL

Room 638

JOHN LLOYD WRIGHT

701 North Wells St. CHICAGO

LINCOLN LOGS

J. LL. Wright
Wm. V. Hoier
Room 633 H. Henri

WILLIAM FULD

Harford Ave., Lamont Ave. & Federal St.
BALTIMORE, MD.

Original Ouija Boards—"Return Pool" Tables—and a New Line of Toys—Games—Novelties

Room 507 William Fuld

BOWMAN ASSOCIATED TOY FACTORIES

CLEVELAND, OHIO

Aluminum, Enamel, China Toy Sets. Minerva and "Bee-Vee" Wheel Toys. Bowman All-Steel and Wooden Coasters. Carts. Wheelbarrows, Hay Wagons.

Messrs. Pexton, Howard and Blessing Rooms 316 and 318

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Chicago Toy Fair, Hotel Morrison, First Three Weeks April

GEO. MAX ADAM

136 West Lake St. Chicago, Ill.

Special Tree Ornaments, Dolls, Tin Toys and Moulds for making Tin Toys

Geo. Max Adam
Wm. Mueller

Room 735

THE CARROM COMPANY

LUDINGTON, MICH.

CARROM AND CROKINOLE GAME BOARDS

Room 632 W. J. Mulder

C. W. ALLEN COMPANY

AURORA, ILL.

TOYS

Room 631 C. S. McHenry

CENTURY DOLL CO.

62 West 14th St., N. Y. C.

MAMA DOLLS
That Walk and Talk

MORRISON HOTEL

Room 408 Otto L. Meyer

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Chicago Toy Fair, Hotel Morrison, First Three Weeks April

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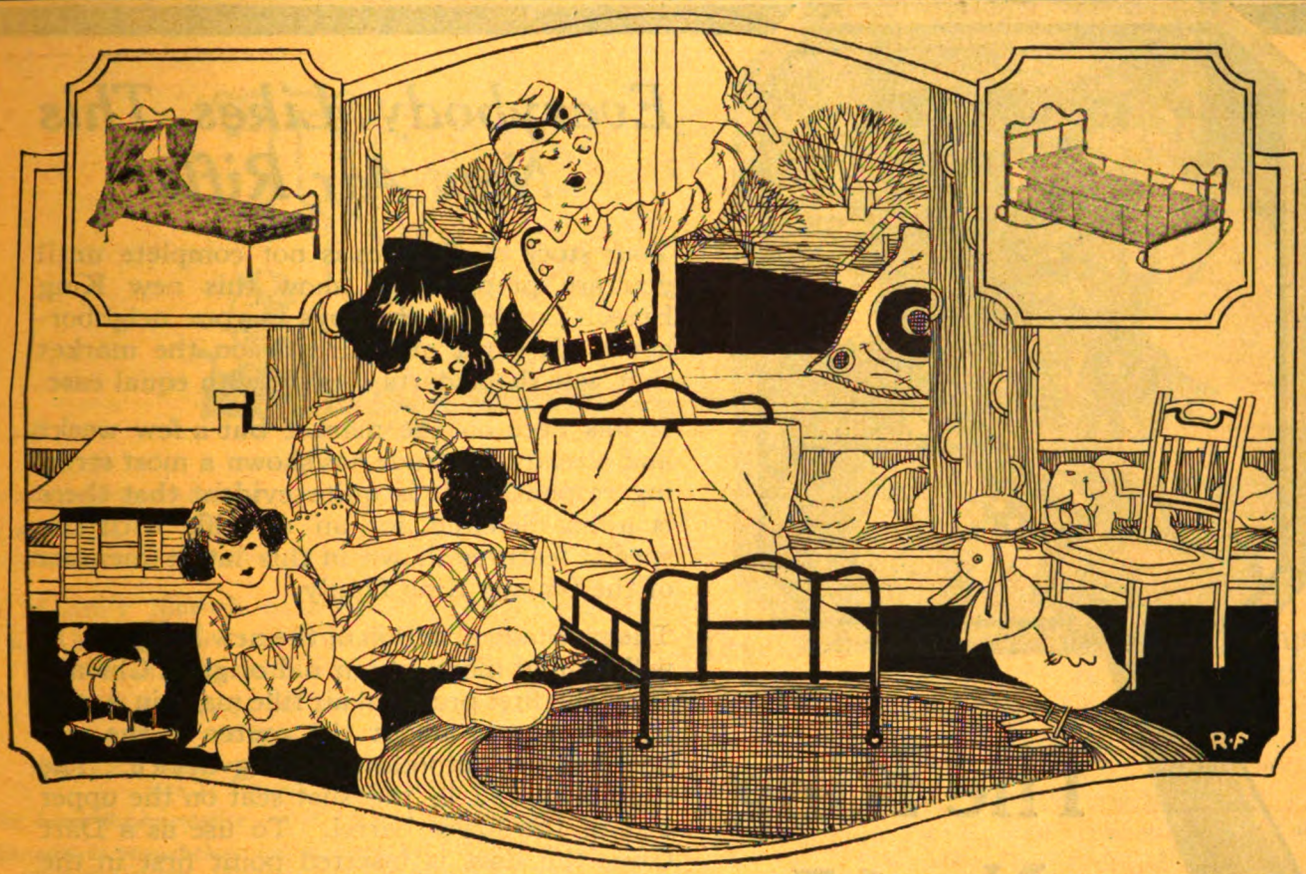
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SEEKING toys with a year 'round demand and rapid turnover, you'll find Reddick Folding Brass Doll Beds and Cradles, with the New Reddick Folding Iron Bed, on display at the Hotel Morrison, in Chicago.

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Strobel & Wilken Co., 61-65 W. 23rd St.
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Baker & Bennett Co., . 873 Broadway
NEW YORK CITY

G. E. Dalton Co., 610-611 Marsh-Strong Bldg.
LOS ANGELES, CAL.

You'll find these beds displayed by **Geo. Borgfeldt Co.** *and* **Owens-Kreiser Co.,** *also at our own place, Room 424, the Morrison, in charge of Mr. J. L. S. Strong.*

Michigan Wire Goods Co.
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The King No. 17 Breech Loader

Everybody Likes This New Air Rifle

Your stock of air rifles is not complete until you are prepared to show this new King Breech Loader to the boys in your neighborhood. It is the only air rifle on the market that will shoot darts or shot with equal ease.

It has been on the market but a few weeks and already the trade has shown a most striking response. It is quite evident that there is a big demand for an air rifle with the special features shown in this latest member of the famous King family.

The mechanical action of the new King No. 17 will remind many of our old original Chicago Gun, the first practical air rifle made in America. It breaks about the center of the gun and has an automatic locking device. The shot is placed in the shot seat on the upper end of the lower barrel. To use as a Dart Gun, the dart is inserted point first in the lower end of the front barrel.

The King No. 17 Breech Loader is very substantially built. The barrel and all metal parts are finished in gun blue, with neatly finished walnut stock. The gun measures 32 inches in length, weighs about two pounds, and is packed one dozen in a case. Retail price, $2.00.

Be sure to round out your line with a supply of this new King Model. There is a King Air Rifle to suit every demand, from the King Pop Gun at 25 cents to the big "thousand-shootin' King" with the finest fiinish at $3.50. Order today from your jobber, or let us know if you have any difficulty getting the numbers you require.



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Oldest Makers of Air Rifles in America

Western Representatives:
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KING AIR RIFLES

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STUDY YOUR CUSTOMERS' WANTS

ONE only has to look about him these days to get the most interesting and important object lessons in merchandising that ever have been taught since goods were bought and sold. Everything is right down to its barest essentials. There is less sham, hot air and four-flushing than ever before was the case. One of the outstanding lessons is that the people can't be forced. During the exigencies of the last year or two they have found they can do without certain classes of merchandise. This has confirmed them in something that had been running through their minds for a long time, namely, that they, and not the people who sold the goods, were actually the masters.

Look about you on every hand and you can see evidence of where manufacturers and others are recognizing this new and strange influence. They are recognizing it by making goods that people want and selling them at prices the people are willing to pay. You see this worked out by the International Harvester Company, by Henry Ford and the Advance-Rumely Company in the sale of tractors. You see it in the practices of the large mail order houses, in merchandising especially for the present situation and making their prices accordingly. You see it in the automobile companies producing new models, cutting down the selling price and seeking still further cuts by reducing the selling cost.

Everybody concerned may as well recognize that the consumer's preference, capability of assimilation and willingness to buy are the three things that positively must be considered.

This does not mean that the man with goods to sell must throw himself unreservedly on the mercy of his customers. Far from that. But he must consider the ideas and preferences of his customers instead of insisting on his own, as hitherto has been the case in many instances. Basing his manufacturing or buying on this principle, he can depend upon the educational power of advertising to secure a fair and decent deal for himself. In short, he must visualize the present situation properly. Then it will be easy enough to make advertising and selling plans in accordance.

BUYING CONDITIONS

RIGHT after the first of the year, there was a decided spurt in the general buying of merchandise, which gradually decreased during February. Buying at the present time is none too good, but the consensus of opinion seems to be that April 1st will see a change for the better.

Unemployment is not so pronounced as it was some months ago, and the increased purchasing power of the public should make itself felt in renewed buying on the part of the stores. Now that prices have become more stabilized, with small chance of any important or sudden drop, buying is a safer proposition than it was, and there seems to be no good reason now why buyers should not order such goods as they need, without hesitation.

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URGES USE OF COSTUME DOLLS

THE suggestions that the history of costumes be studied by all dressmakers and in all art schools, that costume dolls be made the expression of local characteristics, and that the masculine doll receive equal consideration with the feminine doll, were made by M. D. C. Crawford in his address before the Fashion Art League in Chicago recently on "The Relationship Between the Dressmaker and the Doll."

Mr. Crawford expressed the belief that a great educational service could be performed if dressmakers would reduce fashion history to 10 or 15 types, accurately expressed in detail and spirit in dolls. In elaborating his idea Mr. Crawford said:

My earnest suggestoin is, therefore, that the history of costumes be studied by all dressmakers and in all art schools via the delightful medium of the doll, and that costume dolls be made expressing not only the charming history of the past, but local characteristics, that the masculine dolls receive consideration equal with the feminine dolls. You are gathered from many parts of the country, you come from the cotton fields of the South, the great wheat prairies of the West, and the lumber and mining regions; some of you live near great ports on the salt water and some on equally important shipping centers on the fresh water.

There are types of men and women determined by their occupation and race that could be immortalized in dolls and delightfully expressed through the medium of miniature mannikins. Imagine what a sensation it would create in this metropolis, or in any other, if every year there were 100 or 500 dolls made by dressmakers typifying some local character or reaching backward expressing some incident in local history, with charm and gaiety.

I believe if the great dressmakers in the centers of population where are gathered the great art collections, would address themselves to the task of reducing fashion history to 10 or 15 principal types, created in beauty and accurate in detail and spirit, that this collection could move about the country and perform educational services of the highest order. It could be made at trifling expense in duplicate and multiply its potentialities for good. But each year to this convention should come from all over, your own members not alone, but from art schools and private craftsmen, dolls expressive of this age, interpretive of its functions and showing its relationship to costume.

I urge you to take your profession seriously, but seriousness does not mean dullness. We can be determined upon success and gay in this determination, and if every year together with the formal showing of clothes, on mannikins, there was a collection of dolls that represented the efforts of hundreds, perhaps thousands of craftsmen, and artists all over America, it would soon become a function and an institution, comparable to the great festivals of the East, that have been so fruitful in developing artistic consciousness.

In this way even in cities where museums of the first grade in size and quality are impossible because of lack of funds, collections could be gathered that would eventually be of the greatest use in arousing and stimulating the creative faculty of the young, whether young in years or young in spirit. And there is no other kind of people worth the saving.

RETAIL MAIL ORDER ADVERTISING

THE latest catalogue put out by Sears Roebuck & Company is the most elaborate ever utilized by a retail mail order house in this country. It is a triumph of merchandising, of salesmanship and printing.

We say these things here, not to glorify Sears-Roebuck, but to point out a most important moral which is being overlooked by many in these times of stress. Retail mail order, as everybody knows, has been proceeding under great difficulties for the last year. Sears-Roebuck's report, just made public, shows a loss for 1921 of nearly $17,000,000—quite a sizable loss even for Sears-Roebuck.

The natural inclination under such circumstances would be to cut down on selling expense, meaning of course that the advertising had to suffer. In fact, the mail order houses did start in to sacrifice their advertising a year ago. But they soon found out the gravity of the mistake they were making.

The big point is, that in the face of decreasing business, inflated inventories, lack of buying power on the part of the farmer, and a decline in conditions generally, Sears-Roebuck, preparing for the 1922 trade, spent more money on its catalogue than ever before.

In other words, when business is slow and when things do not come about as they should, then is the time to work harder than ever in advertising. The way some people advertise is an example of queer contradictions. When business is plentiful they are willing to spend their money for the dissemination of printed publicity. When business is bad they want to quit advertising.

It is hugely important that advertising be kept up when business is good and when it may not be needed at the immediate moment. The advertising that is done then builds things up against the time when business may be dull. But it is even a more serious mistake to stop advertising when business is tight.

Sears-Roebuck's experience with cheaper advertising, and its decision in favor of the better kind, is something that ought to be accepted on every hand as authoritative. Sears has tried both ways, and now, apparently, has decided once for all that it is perilous in the extreme to do anything tending to lessen the force of the printed message. If it were wise to cheapen advertising, Sears-Roebuck certainly would have found it out. The fact that this great mail order house, however, took directly the opposite view at a time, of all times, when it needed to save money, is proof enough that advertising expenditure is not to be classed as an ordinary expense that can be added to or taken from in an arbitrary way at any time.

The time has passed, we believe, when a retailer, or any other business man, scorns to learn from the mail order house. Here is a time when such learning can be done to the notable profit of everybody concerned.

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Chicago Toy Fair Exhibitors

Will be at three hotels: Morrison, Great Northern and Palmer House.
An event which buyers from all sections will take advantage of.

THE Chicago Toy Fair opens April 1 at the Morrison Hotel, Great Northern Hotel and Palmer House and will continue three weeks. About one hundred and fifty lines will be on display at these hotels. Reports all indicate that retailers will be here in goodly numbers.

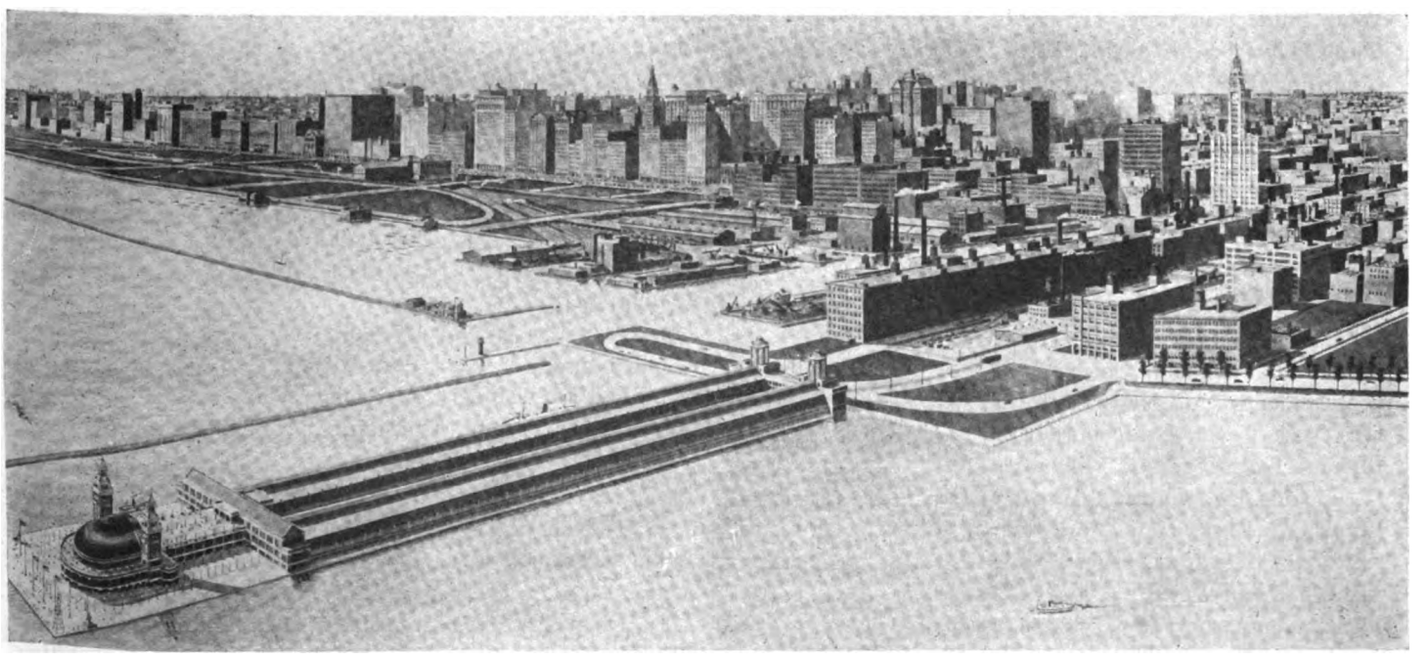
This Fair is a great convenience to Middle West and Western buyers, and they should make it a point to come in promptly. As stated above, the Chicago Toy Fair opens April 1st, and buyers should keep this date in mind, laying their plans to be here some time during the two weeks following this date.

Chicago is a logical center for a toy fair. There are always a large number of buyers who, for one reason or another, do not go to the New York show, and who can get away for a few days to look over the lines on exhibition here.

Chicago is easily reached from all directions. It is hardly more than a night's ride from anywhere, and the show this year will be a great opportunity to inspect American and imported toy lines.

There will be something like 100 lines on display at the Hotel Morrison, about 40 at the Great Northern Hotel (opposite the postoffice), and about 10 at the Palmer House.

This is a total of 150 lines, constituting a very elaborate display. Some of the lines to be shown here will be new. You can see them here for the first time.



Chicago's Lake Front and Municipal Pier.

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Chicago Toy Fair Will Open April 1

A great showing of representative Toy Lines from nearly every state in the union.

EXHIBITS AT MORRISON HOTEL

Geo. M. Adam, Chicago..... 735
C. W. Allen Co., Aurora, Ill..... 631
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American-National Co., Toledo, Ohio..... 403
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Geo. Borgfeldt & Co., New York City....Cameo Balcony
J. Bouton & Co., New York..... 346
Geo. H. Bowman Co., Cleveland, Ohio.....316-18
The Carrom Co., Ludington, Mich..... 632
Century Doll Co., New York City..... 408
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M. A. Donahue & Co., Chicago, Ill..... 401
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B. Illfelder & Co., New York City.....Parlor H
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Platt & Munk, New York..... 609
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Progressive Agency of N. J., Newark, N. J...645-646
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Thordarson Electric Mfg. Co., Chicago..... 634
Toledo Metal Wheel Co., Toledo, Ohio.....601-602
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Strobel & Wilken Co.....552-554
Louis Wolf & Co.....348-350-352

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John C. Turner Co..... 730
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Jefferson Electric Co..... 826
The Burdette-Murray Co..... 828
Toy Company of America..... 834
Wilder Mfg. Co..... 814
Readsboro Chair Co..... 822
Great Western Mfg. Co..... 830

DOLLS AS FADS.

DOLLS and puppets are becoming fads among the Smart Set and this interesting development may suggest tendencies to the trade which will be worth watching.

Particularly the feature of imitative characterization of well-known people and portraiture—by means of dolls—of well-known dancers and actresses.

Just what started this rage it would be hard to say. Doubtless the popular Marionettes have had something to do with it.

The March issue of Vanity Fair devotes a whole page to illustrations of clever dolls made by artists under the caption, "In the Green Room."

The descriptions say in part: "The dolls of Helene and Mathilde Sardeau are amusingly original. Each one of these puppets is a creation; the face is modelled in plasterine and a canvas is stretched over it panited in flesh tones. The dolls represent either distinct racial types—Romany—Russia—Dutch or are portraits of current celebrities." Pictured in an illustration are two studies of Miss Lenore Ulric in Kiki.

Some puppets of Sardeau's are also shown and described as follows: "The choice of material with which to create costumes and reproduce hair is most ingenious. Sardeau's color schemes are bizarre and stimulating. One of these Marionettes in a corner of the room is as much of an aesthetic pleasure as a decorative panel or a Persian plate."

With artists making "definite personality" dolls, there is no end to the suggestions offered original toy designers.

American dolls have grown very like-life the last few years, but now that Society has taken up dolls as fads and are combining their making with portraiture why does not the trade go still further with their own characterizations?

It would be quite possible to have all the beloved characters of Mother Goose Land—Alice in Wonderland—and the characters in favorite books for children.

Doll fairies and goblins might prove as popular as Kewpies—and even doll-portraits of children themselves—who knows?

If our imagination runs away too much our doll fancies will be coming to life!

Anyway, grown-ups have taken to dolls! Dolls are fads!

Doll makers ought to be able to take care of a fad quite as well as a child takes care of her doll. Above all don't let it run away.—A. D. S.

GERMANY HAS BUYERS' STRIKE

Germany is confronted with a buyers' strike. A dispatch from Berlin in a commercial paper states that department stores here are deserted of customers, and, except for some purchases of spring wear, household articles, gloves and hosiery, there is little inclination observed to do anything but sample the goods on show and to complain of high prices.

Tietz's, on Alexanderplatz, say the present buyers' strike is more severe than the last one, and it is rumored here the week's receipts of one big store in town did not suffice to pay the staff, and that considerable difficulty was experienced in obtaining the necessary bank credit.

Stocks are accumulating, and, while it is the generally accepted opinion that all the stores have to turn their stocks at least three times a year, it is said that stocks in the hosiery and knit goods department, as well as in the lingerie and underwear department, which are the best in winter, are left over from last summer.

Most of the big department store concerns are faced with the necessity of "watering" their capital stock, by asking for bank credit.

RIFLE CONTEST BRINGS BOYS

As a means of stimulating the interest of the boys of the city in air rifle shooting, and incidentally aiding sales in the toy department, Weinstock, Lubin & Co., Sacramento, conducted a target shooting contest under the supervision of a national guard officer. Guns and ammunition were furnished by the store. Six air rifles were given away as awards for high scores, and badges were given to those not in the winning class. Boys entering the contest registered in the toy department.

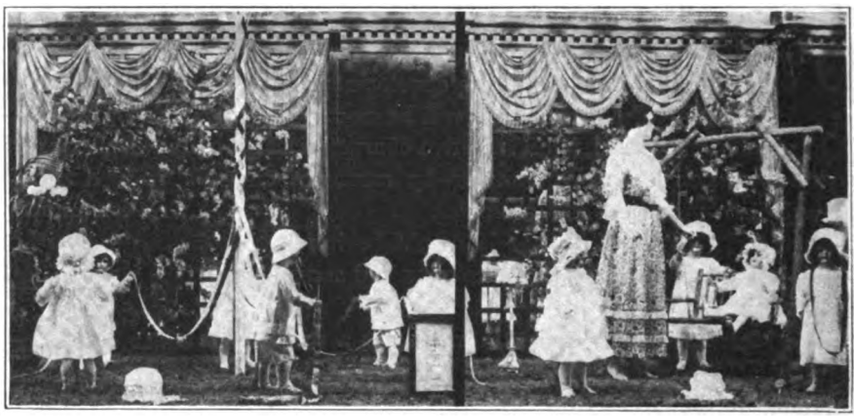
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May Day Ideas

Opportunities for increasing business by means of clever displays of May-poles. May-day tables and other toys suggestive of the merry springtime

ALL children delight in observing May Day, and there is an opportunity for abundant business if the toy dealer will give publicity to the occasion in ample time. Arnold's Fairyland, Cincinnati, Ohio, known to all the children of the city, largely increased their business by means of their two effective windows, displayed several weeks in advance of the festival day.

They carried May poles in stock so that the ones they set up in the window gave publicity to these gay poles, but their main object was to show a collection of dolls that would delight the heart of young and old. Both of the windows were given over to May pole displays. In one the pole was being wound by boy and girl dolls, all in fluffy white dresses, under the supervision of the mother of the young hostess. The entire background of the window was a lattice work, hung with lilacs, violets, narcissus and other spring flowers; while the floor was covered with slashed green paper to represent turf. The other window showed cunning baby dolls, some trying to wind the pole, and others simply staring at the gay ribbons just as any normal babe would do. The windows caught the eye of the passing crowds from the moment the shades were raised. People—young, old and middle aged—stopped to look, discuss, and then filtered into the store to buy or made a mental resolve to come just as soon as they could to make a purchase.



May day display at Arnold's Fairy Land.

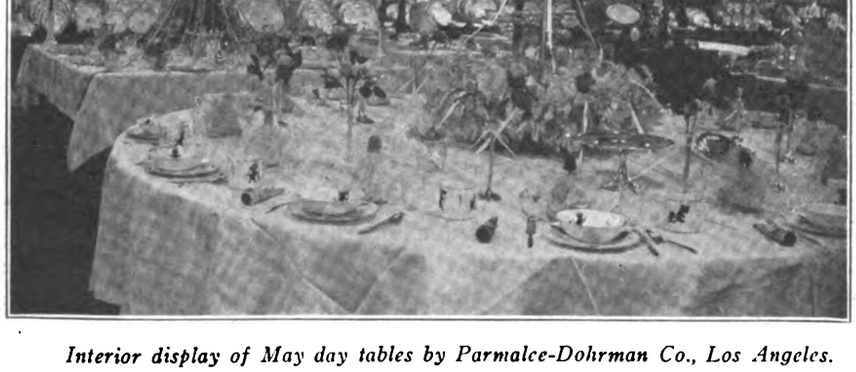
Big May Day Party at Robinson's

An even better scheme was adopted by Robinson's, Los Angeles, Calif., as they gave a big May Day party to all their little friends. Due announcement of this party was made in the newspapers, as well as through cards in the toy department and the show windows, and the children were invited to come and bring their parents to see the living dolls and the big May pole. The party was arranged especially to feature the Mary Jane dolls.

A big rectangular section of the toy department on the fourth floor was devoted to the feature stunts of the party. This was roped off by garlands of aspargus fern and spring flowers, while overhead strung on fine wires were flocks of cardboard blue birds. The room thus formed was carpented with a large green rug to represent turf. At one end was a low platform, backed with curtains of purple velvet, to which was appliqued a golden sun five feet in diameter. Here was a victrola to furnish music for the May pole and fancy dances. On the platform several children at intervals gave some of the old English dances.

In the center of the rectangle was a great May pole with gay ribbons, and this was wound by a number of girls dressed as Mary Jane dolls, each carrying one of the dolls in her arms. Seats for parents or guardians were provided down both sides of the long rectangle, and after the first formal winding of the pole any of the little visitors who wished were given a chance to wind the pole under the supervision of the matron of the children's play room. All day long this winding of the pole continued, to the huge delight of the youngsters.

Back of the chairs, on all sides of the rectangle were glass cases showing dolls of all sizes, descriptions and prices. On top of the cases were set large ferns and foliage plants, from beneath whose fronds peeped out many bright eyed, gaily dressed, Indian dolls. At one side, near the elevators was a brightly illuminated show case showing a number of the Mary Jane dolls having tea on the lawn—the furniture being of woven grass, and the



Interior display of May day tables by Parmalee-Dohrman Co., Los Angeles.

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tables set most attractively with miniature dishes.

Boys Art Not Forgotten

Lest the little boys might think they had been forgotten during the big May party, at the other side of the elevators was a second case showing a big bridge built of Meccano steel, and on small tables outfits for simple experiments in chemistry and physics, as well as painting and printing outfits.

One of the large windows of the stores was devoted to calling attention to the children's May party. It was floored with slashed green paper to represent grass, and had a May pole, around which a number of the dolls were dancing. At either end dolls were seated on the grass having tea, while others were shown standing on tables and pedestals. A card suggested:

"Come to Robinson's May Day Party in the Toy Department on the Fourth Floor, Saturday, May 1st. See the Living Dolls and Help to Wind the May Pole."

Special Showing of May Day Tables

May Day parties call for dishes and the dealer can sell many children's and dolls' sets if he starts in time. It was with this thought that the Parmalee-Dohrmann Co., Los Angeles, Calif., gave a special showing of May Day tables for children and adults. Knowing that it would be easy enough to gain the attention of the children by a mere display of their novelties, they first set about securing the interest of the mothers. Accordingly they sent to a selected list of patrons, this decidedly appealing little circular letter:

To the Little Girl that lives in the heart of every woman;
To the Little Girl who still loves the things she loved since childhood;

It is to Her that this message is addressed:

Do you remember when you first played with dishes and made for yourself and your doll family a home in the big piano box behind the shed? It was there that you entered into fancy's realm, pretending that the bits of broken crockery and glass with which your table was spread were dishes of great value and goblets of rare Venetian glass.

Did you not often wish that fairy would wave her wand, and turn all these playthings into really, truly dishes?

Now you have children of your own, and they are doubtless dreaming the dreams of your childhood. Why not surprise them before May Day by placing before their delighted eyes some real dishes for giving doll parties, or serving lunch to their little companions? If you want your small daughter to learn the housewifery arts there is no better way than by presenting her with a set of dishes for her very own.

Bring the little girls, and the boys, too, for that matter, to our big May Day display of dishes and table decorations for children and grown-ups, on Saturday, April 23rd, at

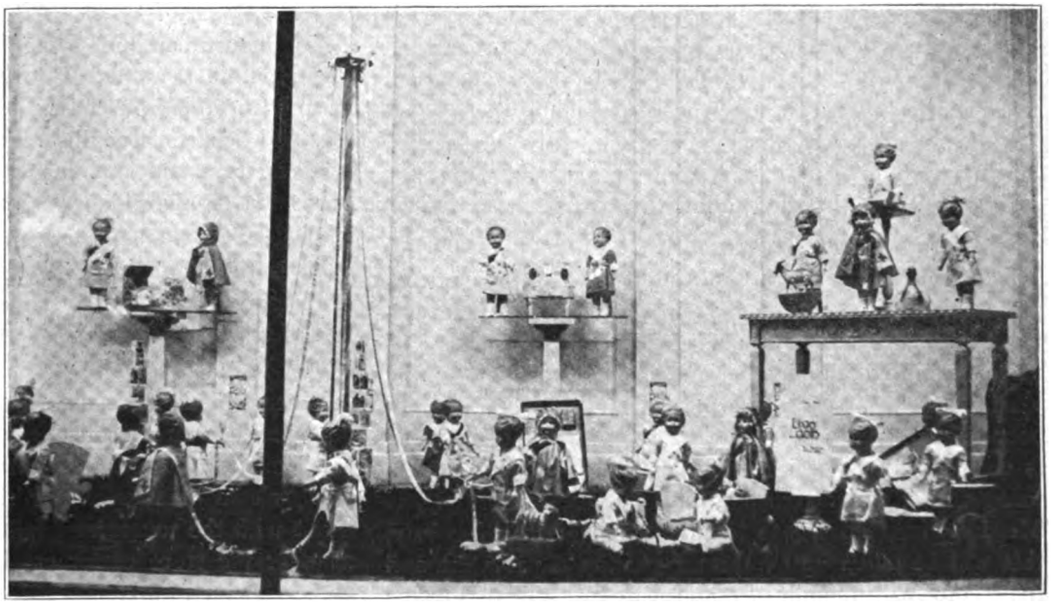
PARMELEE-DOHRMANN CO.

This particular day was chosen because it was Saturday, and on the afternoon of that date the store was thronged with interested mothers and enthusiastic children. The special tables were set in the midst of others containing doll dishes and children's dishes, each with price card attached. The tables were all low and around several were seated big wax dolls. While there were tables for adults—including an elaborate one of yellow tulle, ribbons, strings of rice extending from a tall pole in the center to the very edges of the table—those for the children's parties naturally attracted the most attention from the youngsters.

One of the daintiest had for its centerpiece a little gilded May pole, with streamers of yellow, pink, blue and green ribbon, which was being wound by small dolls in net dresses of similar hues. Narrow ribbons also ran from the top of the pole to little silver bud vases set in front of each plate, while the place cards showed water color sketches of little boys and girls with May baskets. The china especially delighted the children, as it showed silhouettes of the famous Puss in Boots. There was a card attached to each table showing the price of each piece of china and all decorations, with the announcement that every item was carried in stock—and as a result many orders were placed on sight for future delivery of entire sets of dishes or such parts of the sets and decorations as struck the fancy.—W. B. S.

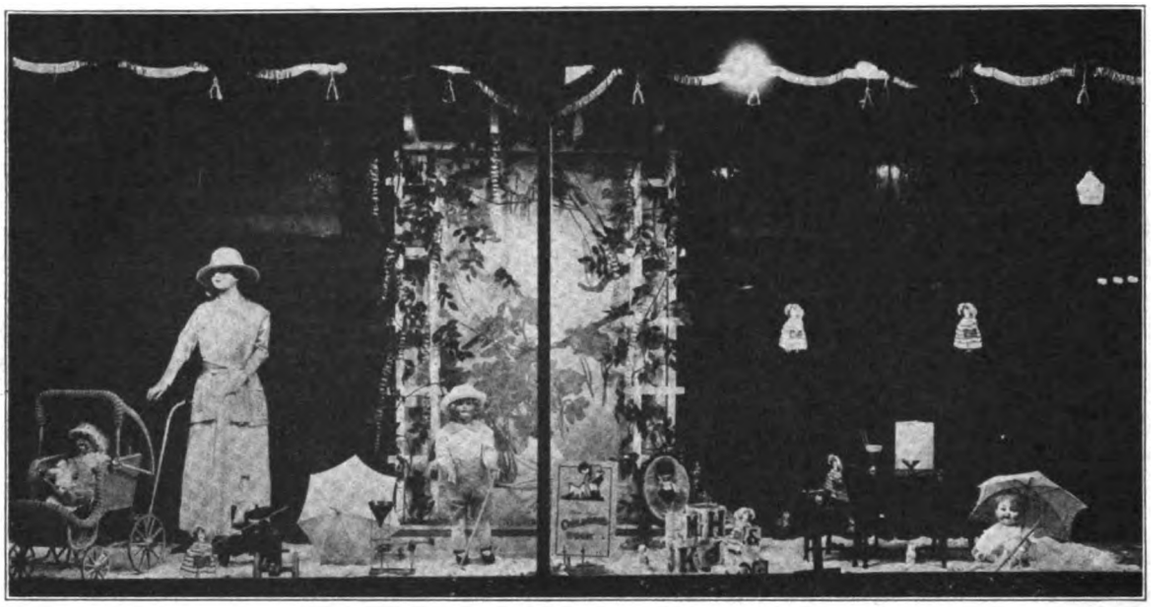
JOINS STAFF OF BAER & STRASBURGER

Maurice Long has been added to the traveling staff of Baer & Strasburger, Inc., and will travel the middle west where he is well known. Baer & Strasburger, Inc., are direct representatives for many large European factories. In their show room at 890 Broadway, they have on display a complete line of dolls and toys to be had from stock or import. Paul Baer left March 25th on the Nieuw Amsterdam for an extended trip, visiting the factories the firm represents.



May day party at Robinson's, Los Angeles.

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W. A. McNaughton Co., Muncie, Ind., have at least one toy window on display every week. This shows a clever doll and baby carriage window suitable for spring.

Finds Toys Sell the Year Round

W. A. McNAUGHTON COMPANY of Muncie, Indiana, has a toy department to be proud of. It is on the top floor of their five-story department store and Mr. Hoagland, an energetic merchandising man, is in charge. He plans each Christmas a novel way of introducing Santa Claus to the children but is just as concerned about selling toys in the summer; in fact it is Mr. Hoagland's idea that toys should appear in their windows every month in the year.

Outdoor toys with wheels, he offers, while purchased at Christmas time, are seldom used out of doors, but in the spring of the year when everyone wants to get out into the air and the sunshine they can be sold in bigger quantities than at the holiday season. In order to sell they must be shown, of course, and for this reason one of McNaughton's windows will usually display seasonal toys—marbles when the boys are first finding the ground warm enough for a game. This is usually the last of February and the first of March. April will find kites selling well and in the summer months doll carriages, picnic items, tea tables, etc.

The manner by which McNaughton's toy departments are assured of co-operation from the advertising department is interesting. The manager makes out a questionnaire furnished him by the advertising manager stating what plans he has for that month. The advertising department will look over this form and if an idea given is considered of special importance, he will give advertising and a window display on same. For example, if Mr. Hoagland decides to feature a doll's picnic for July, this will be taken up by the advertising department and their copy will undoubtedly appeal to the kiddies to give their dolls a picnic and ask that they call and see suitable equipment. The display manager will receive a chart from the advertising department wherein will be scheduled a doll's picnic window to appear July 10th, 11th, 12th, etc., and in turn the display manager gets in touch with Mr. Hoagland, who has received notification of the date of this special sale and together they plan a suitable window.

The photograph shows a summer toy window. The floor is covered with white sand and there are sand buckets, kiddie cars, tea sets, doll carriages, sun parasols, and the like, to draw the child's attention.

Big Business with Surrounding Towns

This house has built a big business from surrounding towns within a radius of forty miles, people who drive in to make their purchases, load them into their motor cars and depart. For this reason they are constantly advertising toys and announcing the arrival of any special goods via circular letter.

One reason the company insists on a large toy department is that the child will become acquainted with the store early in life and continue to trade there during the rest of his life. Toys are one way of bringing in this desirable patronage.

Whenever any special toys are to be featured, they are introduced in an ovel manner, e. g., the "sectional alligators" made of wood were attached to a string and tied to a "clown" employed for the purpose. He travelled about with the toy animal following in his footsteps and all over the store customers inquired about his "make-up."—Shirley Ware.

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CHILDREN AND TOYS PLAY INTERESTING PART IN CALIFORNIA EXPOSITION

FOR the first time the younger generation has been given its due in a commercial exposition. At the California Industries Exposition, held in San Francisco, Calif., November 19th to December 10th, considerable space was given over to toys and playthings by children and for children.

In the department of public schools there was a comprehensive exhibit of the toys and furniture made by the pupils, while in the kindergarten there were drawings in which childish imagination was given full scope. One of the most interesting of the exhibits were the wooden toys made by the boys of the Children's Aid Society at the Jesse Lilienthal School. The evening high school of commerce had a radio telegraph installment, the apparatus for which was made by the students. There was a pupil in charge at all times to answer the questions of eager boys, and a demonstration in sending and receiving wireless messages was given.

Toy Makers Take Part

W. R. Ames Co., San Francisco, manufacturers of sheet metal products, have just placed on the market a new line of wheel goods for children, the Kiddie Canoe, a kiddie car, with metal canoe on top, in which the rider sits. These were exhibited at their booth, and many children had the good fortune to be permitted to take a ride in the little red and green canoes, which the manufacturers claim are "built to last a lifetime, and will bear a weight of 200 lbs." In order to arouse further interest both in the cars and their other products—oil cans and other receptacles—they loaded down one of the canoes with samples of all their other lines, and invited visitors to guess the combined weight. The person guessing nearest the combined weight received one of the new kiddie canoes as a prize. A catchy card advised "A toy for youngsters from two to sixty—lasts a lifetime." The canoes are handled by a number of local toy merchants.

"Twisty Toys" on Hand

The Ataskadero Doll and Toy Factory had a good exhibit of Twisty Toys—small clowns and animals with bodies arranged in sections permitting them to be twisted into many grotesque shapes.

The Boys' Aid Society of California showed a 12x12 foot model of the boys' camp—Camp Perkins. The tents —each with a little flag at the top—were ranged along the sides, and in the center was a campus laid out as a baseball diamond. A card advised "The Boys' Aid Society of California boxes annually 200 tons of berries and 250 tons of prunes."—W. B. S.

The Kelmet Corporation are sending our their 1922 catalogue which describes fully their new steel engineering outfits. This is a new steel construction toy that made such a wonderful hit during the toy fair. The popular price of the sets coupled with a real margin of profit to the dealer, along with free models, advertising material, etc., has made this toy the talk of the trade. If you have not received your catalogue, write at once and it will be cheerfully mailed to you.

BOOSTING THE BOOMERANG

NOW that spring is at hand and the boys are going in for active out-door sports is an excellent time to feature Brist, which gives the lad as much exercise as Indian clubs or dumbbells and at the same time trains his eye and hand in skillful throwing. The Standard Furniture Co., Seattle, Wash., which has a large and well assorted toy department on the mezzanine floor, cleaned out their stock of these juvenile boomerangs in short order by means of a catchy ad, backed up with a trade pulling window display.

The ad was designed to stimulate the imagination of the youngster, for it showed the lad throwing the boomerang entirely around a small house, a dotted line showing the direction taken by the quadruple stick. It read:

BOYS!

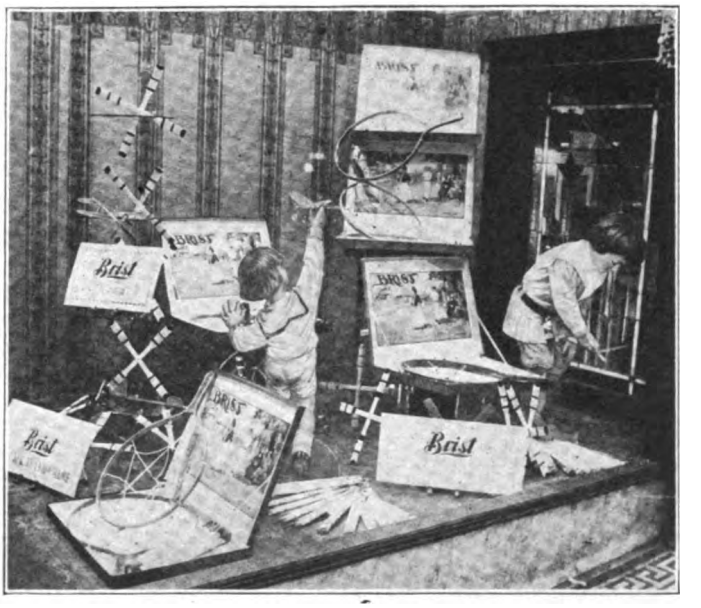
A Brist Boomerang for Only 25c.

If instructions which come with the Brist Boomerang are followed, anyone may, with but little practice, do really incredulous things. For instance, the boomerang may be thrown through the air in a horizontal line, making a perfect curve from 30 to 100 feet in diameter, returning with complete accuracy to the thrower. The "Up-shoot," "Straight Return" and combined "Up and Down Curve" are other achievements of this wonderful toy. They are artistically painted in red, white and blue.

If it is impossible to visit the store, 'phone your order early. Orders will be filled at this price only while present quantities last.

BE THE FIRST BOY IN YOUR NIEGHBORHOOD TO HAVE A BOOMERANG!

Complementing this ad there was shown in one of the



windows a complete Brist outfit, with two little fellows engaged in playing the game. On the floor were a number of the sticks, as well as an open box showing them properly put together, together with instructions for using.—W. B. S.

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CLARENCE D. BROKAW DIES SUDDENLY.

THE sudden death of Clarence D. Brokaw (as a result of acute blood poisoning) on February 6th at Lynchburg, Virginia, while on his annual selling trip from the New York office of Parker Brothers (Inc.) will come as a shock to his legion of friends and business acquaintances.

Mr. Brokaw, a young man of keen capacity, had been connected with Parker Brothers for several years and held in high esteem by all who knew him because of his straightforward character and ability. He was twenty-seven years of age, having been born on May 1, 1894, He attended high school at Salem, Mass., and later entered a course of electrical engineering at the Wentworth Technical School in Cambridge, from there entering the employ of Parker Brothers.



Clarence D. Brokaw.

His services with the firm of Parker Brothers were most conscientious, and he would undoubtedly have had a constantly developing career in his association with this concern. Since his connection with the New York office of Parker Brothers, he had resided in New York where he was married. He leaves, beside his young widow, two infant children. Mr. Brokaw stood high in the estimation of his employers and business associates and friends.

THE KIDDIE KAR PARADE

ONE of the most successful stunts pulled off during the big auto show at Olympia, Wash., during the latter part of November was the parade of kiddies and their vehicles, engineered by the officers of the auto show association. There were over 150 vehicles in the parade —kiddie kars, coaster wagons, velocipedes, tricycles and bicycyles. At the head of the parade was a little fellow on a scooter, dressed as the dove of peace with an olive branch in his mouth. There was a special parade permit, with policemen stationed at the corners to guard against any accident, and the people lined up on both sides of the street. Arrived at the show they parked their juvenile cars in true auto style and received checks which enabled them to claim their cars when they came outside again. They wandered at will all over the building and saw everything there was to see, it being noticed that they were especially interested in the juvenile autos. Previous to the start of the parade they had all been given horns, and thus they soon made known their presence in the street and afterwards in the arena. As they passed out of the building to claim their "cars" each diminutive rider was given a bag of candy. The contemplated presence of the children on Saturday afternoon was the signal for a big crowd of mothers and other fond relatives to attend at that time, and the show was jammed with people. The manager of the show said that the kiddies parade and mass attendance was the best piece of auto show advertising put over during the week.

CANDY FOR AUTOISTS AND KIDDIES

A striking confectionery display was arranged by Bennett's, Santa Barabara, Calif. The entire window was laid out to represent a California landscape, with sandy roads, hillocks, small trees, a small lake (a mirror imbedded in the sand) and a tunnel with shrubs on top of it. A track ran around the display and on this was a mechanical train, that bore the card "Bennett Special." In addition to several good auto roads there was one in poor condition, with a bar across it, and the word "Detour." Stranded among the rocks not far from the bars was a small broken down auto. Signs along the good roads read "Five Miles to Bennett's Confectionery," "One Mile to Bennett's Confectionery," "We won't stop for a drink until we reach Bennett's Confectionery," and "If you are cold, try one of our hot chocolates." Another window had a bar of candy several feet long, with the card:

STICK TO US,

while over the floor were a number of candy sticks of normal size, as well as several candy canes and little baskets made of candy.—W. B. S.

JUST FOR BOYS EXHIBIT AT HAHNE'S

A "Just for Boys" exhibition where original pieces of handiwork made by any boy under 21 years of age will be shown, is being conducted by Hahne & Co., Newark.

According to the rules of the exhibition, the models to be submitted can be made either in school or at home. All entries, however, will have to be registered in the store's sporting goods department this week. They will be placed on public exhibition from March 27 until April 1 inclusive.

The models will be separated into seven divisions, including an open class. These divisions are: 1, aeroplanes; 2, boats; 3, articles of wood; 4, articles of metal, glass or wood or combinations of the three; 5, radio; 6, drawing, and 7, miscellaneous.

Three awards, in the form of cash orders for merchandise at the store, will be given under each division.

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Speeding Up the Easter Sales

"WHAT rabbit laid that awful big Easter egg?" exclaimed an awe-struck youngster, as he gazed at the thirty-inch egg displayed in the window of the Sweeteria, Pasadena, Calif. Mirrors at the side and back reflected the huge confection, making it look as though there was a whole nest full of giant eggs. The egg was coated with a confectioner's paste of white, with a broad pink band and lettering of blue "Easter Greetings." The window was floored with white silk, with a very broad band and bow of blue extending diagonally across it. On the wall was a blue card, on which, in letters of white frosting was written "Too much advertising is tiresome, but we cannot help telling you our 70c chocolates are as good as the $1.25 kind elsewhere." Boxes of chocolate creams and quantities of marshmallow and chocolate Easter eggs were strewn throughout the window, on some of them being perched tiny yellow cotton chicks.

Whenever it can be managed an Easter party is undoubtedly the way to get the biggest trade from both the children and their parents. This party should of course be given several days in advance, preferably on Saturday, when all the children can come. Robinsons, of Los Angeles, Calif., tried this plan last year, and in speaking of it the manager said:

"We advertised that on Saturday, preceding Easter, we wanted every little girl—and boy, too, for that matter—to come and bring her doll to our Easter party. We had a phonograph playing lively airs, a number of tables set with fancy dishes, and several groups of dolls set about a couple of tables. Each child, as she entered the department, was given a check and by presenting this at the refreshment desk, she received a mug of lemonade and a half dozen sweet cookies with colored frosting. There were many small chairs and tables scattered about at which the children sat while they drank their lemonade and munched their cookies. As they consumed their lunch their eyes roamed over the room and saw the many nests of colored candy eggs, the bunnies, chicks and ducks; the boxes of candy; and the different Easter merchandise in glass cases—and you may be sure that the parents heard of these wonders, and that many sales resulted therefrom."

The manner in which they advertised their Easter party was decidedly novel. They secured a large number of cards with pictures of children on them, and on the reverse side they printed:

"When friends come 'round to call on me, I always like to serve them tea.
Of course the tea is 'just pretend'—but my, that's nothing to a friend."

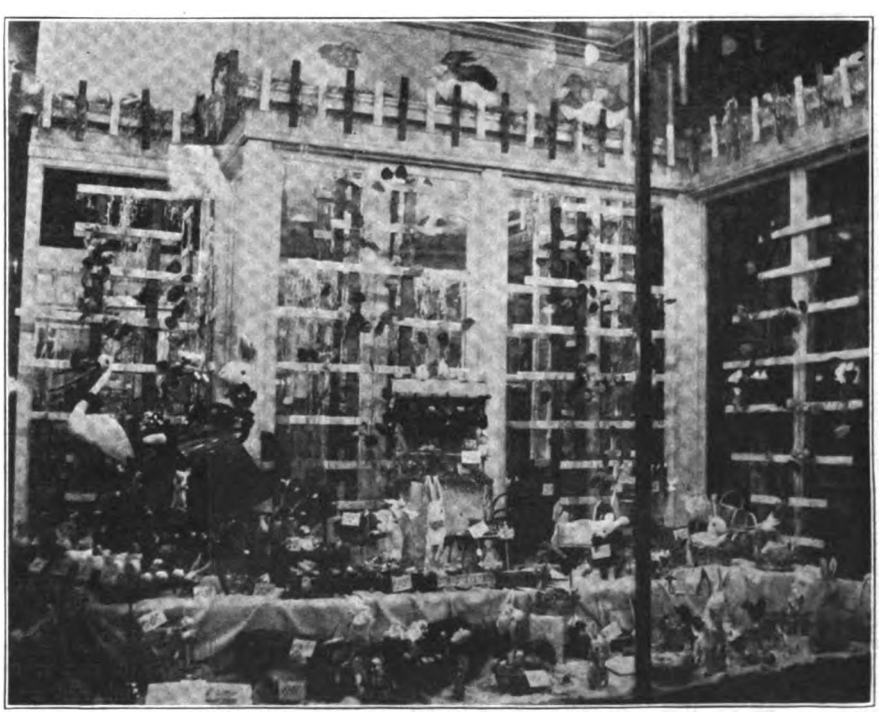
Come and bring your dolly and all your little friends to our

CHILDREN'S EASTER PARTY
at
ROBINSONS,
Saturday, April 2nd, 2:00 to 5:00 P. M.
Lemonade and cookies served free.

These cards were passed out at recess at the public schools, and it is needless to say that there was a crowd on hand Saturday. So dense was the throng that they had to be marshalled in squads and admitted a few at a time, according to the capacity of the room. A window arranged by them called instant attention to their Easter novelties. It was floored with pink velvet, and in the rear stood a chubby girl in white grasping thirty pink ribbons, each of which was fastened about the neck of a white rabbit. Some of these were of candy, and others of papier mache, with adjustable heads, and body filled with candy. On an easel at one side was a card which repeated the invitation to their Children's Easter Party.

Schwerdtman's Clever Stunts

Schwerdtman's, toy merchants, of St. Louis, Mo., have a large island window wherein each week they display a single special. The toy is changed each week, and during the sale period is sold very cheaply. The knowledge of this fact causes all youngsters and many of their elders to make weekly pilgrimages to the store to see what is being offered. This not only results in a large sale of the special, but as the window is in the center they cannot



Easter Window at Schwerdtman's, St. Louis.

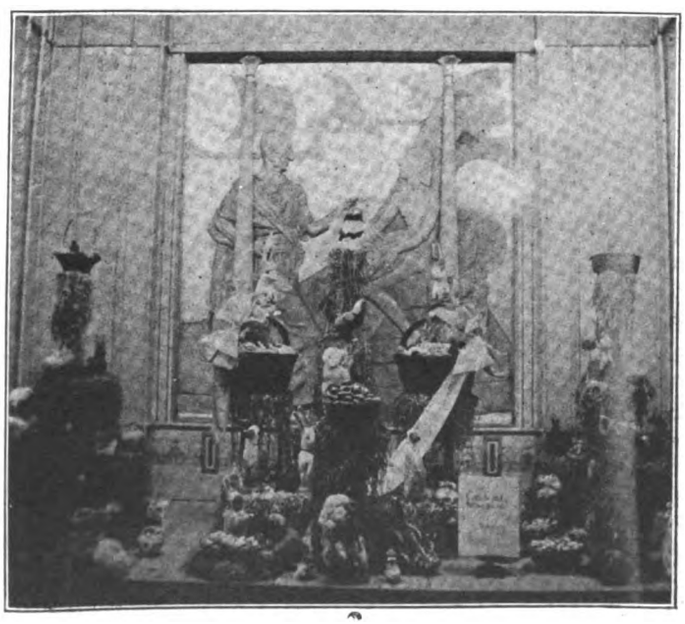
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fail to see the displays of the other windows. Prior to Easter they filled the "special" window with scores of white jumping rabbits—little furry creatures that jumped when you pressed a bulb. They delighted the kiddies, and were sold at the low price of 44c.

On one side of the jumping rabbits was an elaborate Easter display that called attention to candy eggs for the children and all kinds of novelties for the Easter table. It was backed with white latticework, upon which were long narrow streamers of green paper and clusters of purple violets. There was a low platform covered with green paper upon which was a small red auto driven by a big white rabbit with little white rabbits and fluffy yellow chicks perched all over it. In the centre was a doll's house with a number of little yellow chicks perched on top.

Another novelty that tickled the kiddies immensely was an engine and three cars, with rabbits, chickens and ducks driving it and filling the windows of all the coaches; and a cart filled with straw on which reposed gay candy eggs, four rabbits being used as steeds. Little red wheelbarrows and market baskets were lined with green slashed paper and filled with candy eggs and small chickens, ducks and rabbits. The idea of combining a novelty and a practical gift was carried out to good advantage. For example, there was a catcher's mit, tied with red ribbons, in the palm of which nestled three candy eggs and a little yellow chick; and a girl's apron, from the pockets of which projected candy rabbits and chicks.

The Mary Lane Shop, St. Louis, catered both to children and grown-ups. A decidedly artistic effect was gained by the color grouping. The wall was of lilac tint, and at one end was a large purple egg with gold border, upon the egg being a white rabbit two feet high. On the floor were several large nests filled with candy eggs and narrow yellow ribbons ran from them to white felt rabbits appliqued upon the wall. A small table covered with a lilac cloth held a pyramid of gilded eggs, and close by was the big white goose that laid them. Another table held all kinds of paper favors and cards for the Easter table, the centerpiece being especially attractive—a large wicker platter filled with violets, among which were scattered a score of tiny yellow ducks and chicks.



Display at the Grand Leader.

Display at the Grand Leader, St. Louis

The Grand Leader, St. Louis, Mo., showed in the background a large painting in pastel tints, and in the foreground a number of pedestals draped with slashed green paper, holding wicker baskets tied with ribbons of green or purple, filled with candy eggs. Broad bands of ribbon linked the pedestals together. On the floor were nests filled with eggs large and small, and scattered among them were large rabbits of felt and small ones of candy. A card in the midst suggested "Candies and Novelties for Easter."

Gimbel's "Bunny Land"

In order to get the children and their parents into the store Gimbel's, New York, established a Bunny Land, which while probably too elaborate for reproduction in the smaller stores could be emulated in part to good advantage. They arranged a farmyard scene that was a reproduction of a farm in Strackville, Holland. Children were invited to pass over a bridge which led to Bunny Land. At the end of the bridge was a huge egg ablaze with colored lights and filled with a magnificent display of Easter novelties. In the farmyard live ducks, chickens and rabbits were to be seen. Whole families of these rabbits were seen munching cabbage leaves, and among them was a man dressed as a white bunny, who was known as the Rabbit King, and the eyes of the little children grew big with wonder as they saw this great rabbit. The big egg was flanked with a thatched structure where the live stock nestled or perched at night. The Gimbel toy department featured an attractive line of Easter novelties on special tables, among the most popular being a basket with doll cups attached to the handle, the basket lined with saucers, and in the center on a mass of green paper, a dozen gay hued candy eggs.—W. B. S.

Harsh Sentence.

Abe Cory brought the following story over from New York the other day:

A negro charged with stealing a watch had been arraigned before the court. The judge was not convinced that he was guilty and said:

"You are acquitted, Sam."

"Acquitted," repeated Sam doubtfully. "What do you mean, judge?"

"That's the sentence; you are acquitted."

Still looking somewhat confused, Sam said: "Judge, does dat mean I have to give the watch back?"—*Christian Evangelist.*

New Memory System.

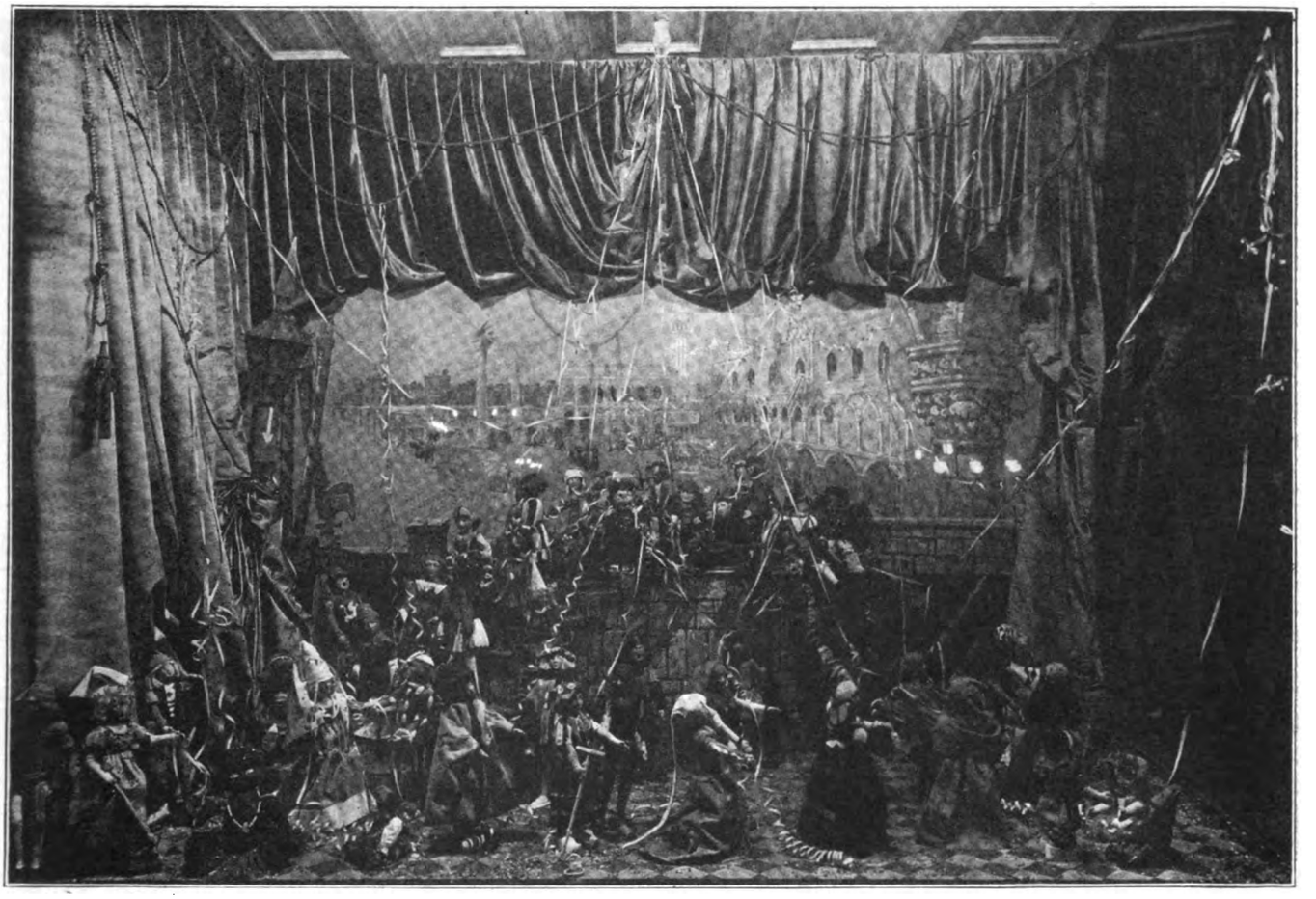
"How is it you have such a good memory, Norah?" her mistress inquired.

"Well, mum, I'll tell ye. Since me childhood never a lie have I told, and when ye don't have to be taxin' yer memory to be rememberin' what ye told this one or that, or how ye explained this or that, shure ye don't overwork it an' it lasts ye, good as new, till ye die."—*Christian Advocate.*

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Dolls Enjoy a Venetian Carnival

By Mr. Dultz for Bloomingdales, 59th Street and Lexington Avenue, New York.



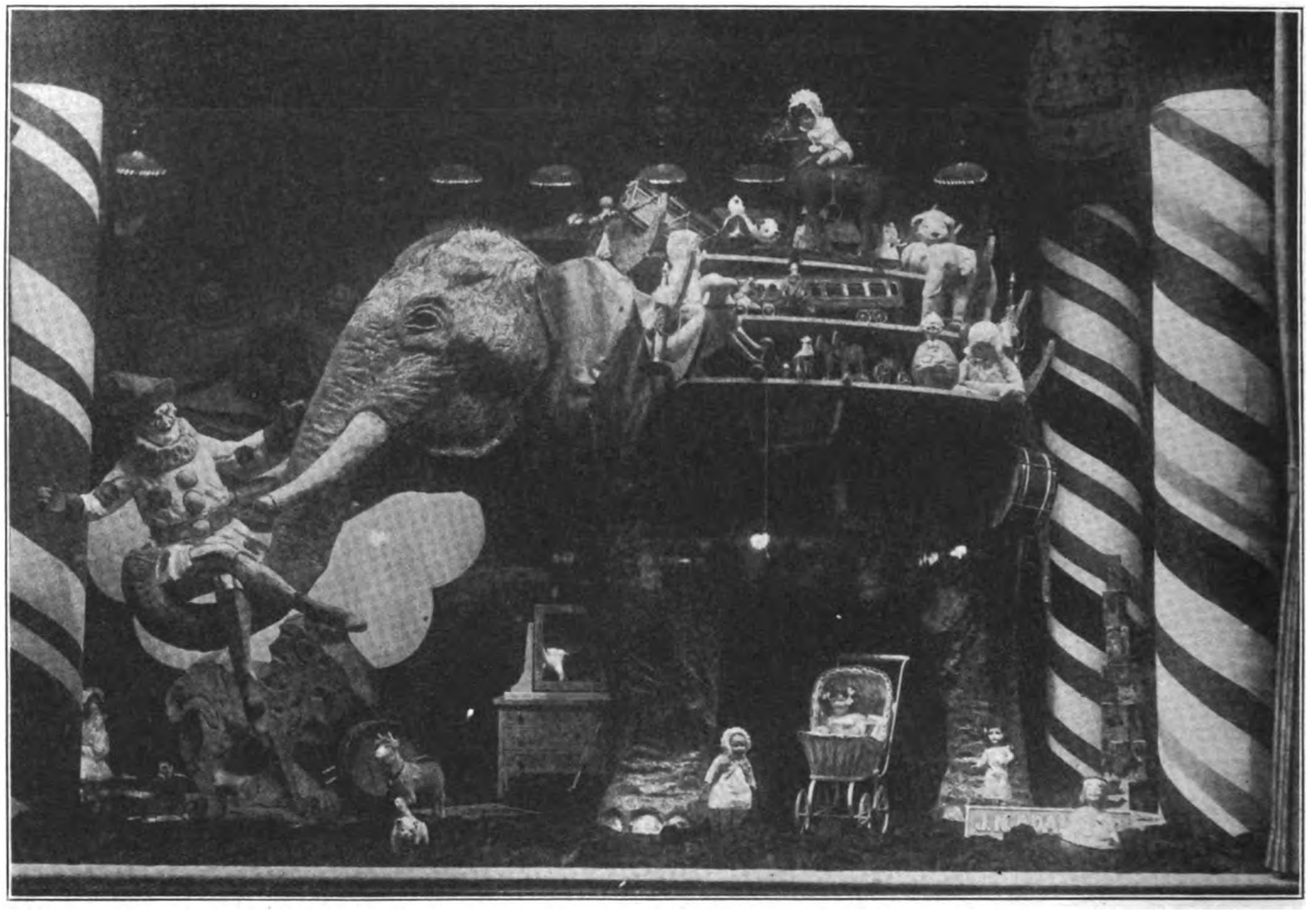
PICTURED here is a very elaborately conceived doll display representing a carnival day in Venice. The background of the window was a scenic setting showing the canal and plaza in front of St. Marks Cathedral. In front of this was a continuation of the plaza with stairway and balcony leading down to a cross street filled with a fun-loving mob of dolls reveling in showers of confetti and serpentine.

A great amount of work was entailed in dressing the dolls in old time Venetian costumes such as was customary to wear for these events.

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Jumbo Helps Santa Claus Deliver Toys

A window display by Walter R. Lantaff for
J. N. Adams & Co., Buffalo, New York.



THE elephant in this window was eight feet high and was very realistic. The head moved up and down lifting a clown. The eyes were electrically-lighted and flashed on and off. The ears flapped back and forth, as did also the tail.

A velvet robe was thrown over his back and on this was placed a rack filled with all sorts of toys.

A cubist lion with electrical flashing eyes was posed in front of the elephant.

The sides of the windows were made of mammoth imitations of stick candy, one of them being topped off with a clown's head. On the background was a mammoth moon with winking eyes.

The unusual nature of this window made it the talk of the town. A crowd of people was always in front of it being entertained.

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Toy Department of Gimbel Bros., New York

Decorations by Mr. A. Hopkins



THIS Toy Department was made particularly attractive through the decorations that were placed on the posts and on the center shelving. The most effective post decorations were those that had globes about two feet in diameter covered with tiny mirrors and suspended from brackets projecting from the posts. These globes revolved and reflected lights all over the department. Others posts were decorated with a solid mass of imitation icicles transparent in effect with lights back of them. It will be noticed that all counters and shelves were covered with profuse display of toys.

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Toys Plus Favors Pay Big Returns

Methods by which Kinney & Levan store in Cleveland have become headquarters for favors. Miss Alleman takes the lead in showing what enterprise and alertness can do

IT HAS been only a short time ago that favor manufacturers turned to toys for help in entertaining "invited guests," and once used, new possibilities began to present themselves until today the favor department of any store includes a generous amount of these amusing and oft times useful toy novelties that serve as favors for the children's and grown-ups' parties. The toy-favor department has become a fixed part of every large department store, gift shop, stationery store and confectionery house, who, exhibiting a case filled with them or a shelf or two sell stock for parties or take orders for deliveries on certain dates.

While in many instances the business does not run to dollars in large figures yet it is not a profit to be scorned at and so favors remain as a certain part of the store's stock.

Such business on a small scale was once the method of selling in the Kinney and Levan Store of Cleveland, Ohio, but that was before Miss Alleman, a graduate of Pratt school, and an artist of enviable ability, suggested a plan for increasing business in her department—one of favors, gifts and toys. The management listened with a calculating ear, voiced the belief that her idea was a good one and offered co-operation in whatever manner she desired.

Then the plant began taking effect in an added stock of favors. Where one case had been used before, several new ones were installed and a portable workroom was set in one end of the department. Here instruction in the making of favors was offered and classes began to form. Miss Alleman made new designs of dressed dolls for all occasions; cradles to contain gifts for a new mother; corsage bouquets, teeter-totters with a doll on either end and dozens of other things too numerous to list.

She took some of her best samples and called upon the stewards of Cleveland's leading hotels, showing what could be done with wire, crepe paper, dolls, whistles, etc. In addition, she offered to make special designs for any banquet or event scheduled on their social calendars. Seeing the possibility of securing at home favors that would more closely fit into their special needs, a list of coming events was given by several, with the request that Miss Alleman prepare samples and the result of these submitted samples was the placing of orders that meant hundreds instead of dozens.

Call Upon Her to Solve Favor Problems

Following this successful venture, Miss Alleman next called upon the secretaries of various clubs, both men's and women's and met with like success, until today these people have grown into the habit of calling upon her to solve their favor problems, but she still keeps a watchful eye upon all social events in order to be prepared with some new idea.

She is fortunate in securing a corps of young ladies to work *for* her and *with* her in this department. They are nearly as keenly interested as is Miss Alleman, herself, and are thinking their work sixteen hours per day, proof of which is evidenced by suggestoins they, themselves, turn in. A musical comedy seldom leaves the city without leaving behind many suggestions for new favors.



Each week a different display of favors is made, and so much has been done with crepe and tissue paper that all Cleveland is turning toward the favor department to solve their dress rehearsal problems, for their bridge prizes, etc.

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This shows the booth at the Sherman House lobby, Chicago, where the toy yellow cabs are on sale. They appeal to every age and every class of guests. Sales have averaged as high as ten dozen a day.

THE STORY OF A REMARKABLE TOY SENSATION.

Miniature Yellow Cabs Sweep Country Like Wildfire.

The buying public is a fickle public. Manufacturers rack their brains to produce or invent a novelty which will catch the passing fancy and produce sales. It is only once in a great while that a manufacturer produces a toy or novelty which rings the bell. When this is done, Mr. Manufacturer wakes up some morning to find himself deluged with orders and learns that he has hit upon a real sensation.

For forty years the Arcade Manufacturing Company, out in the little town of Freeport, Illinois, have been making coffee mills and cast iron toys. You will find Arcade coffee mills in kitchens the nation over and the cast iron toys made by the Arcade Company have long been on the market.

Toward the close of 1920, the Arcade Mfg. Company conceived the idea of building a toy yellow cab, an exact miniature of the yellow cab which we see on the streets of most of our large cities. Then the Arcade Manufacturing Company protected the Toy Yellow Cab by several patents, registered the trademark and secured a copyright on the name, "Toy Yellow Cab."

There has been much discussion as to whether such a toy would sell in any quantity. At one time it looked as if the little toy would never reach the public marts. A small model was built however, and later, patterns were made, and the first toy cab was produced.

One of the Toy Yellow Cabs was shipped to every large Taxicab company in the country. A letter was also sent, giving the prices of these cabs in quantity. Immediately the Arcade Company found that they had struck the bull's-eye. Orders began to pour in, at first slowly, then in larger quantities. Then the officials of the factory, who had prepared for the production of several hundred a week, found themselves confronted with orders which came in at the rate of 2,000 and more a day and are still pouring in, in ever increasing quantities.

It is now estimated that in 1922, over a million of these patented toys will be built by the Arcade Mfg. Company.

This miniature cab is made of cast iron, and is nine and one-quarter inches long. It is brightly painted in yellow and black and white, with an iron chauffeur sitting on the front seat. The wheels revolve but there is no clockwork to get out of order.

A unique thing about this novelty is the way in which it sells equally well in every field. Jobbers and wholesalers everywhere are pushing toy cabs hard. Orders, for instance, have been pouring in, not only from toy, novelty and department stores all over the country, but from a dozen other fields as well.

Apparently all that is necessary in order to sell this cab is to show it. An attractive model display was recently erected in the Hotel Sherman lobby, Chicago. This display contained a railway station, viaduct, traffic cop, street signs, lamp posts with shining electric lights. The display has been constantly surrounded by a crowd not only of youngsters, but of grayhaired persons, ever since it was first erected, and sales have averaged as high as ten dozen a day.

Department Stores Feature the Toy

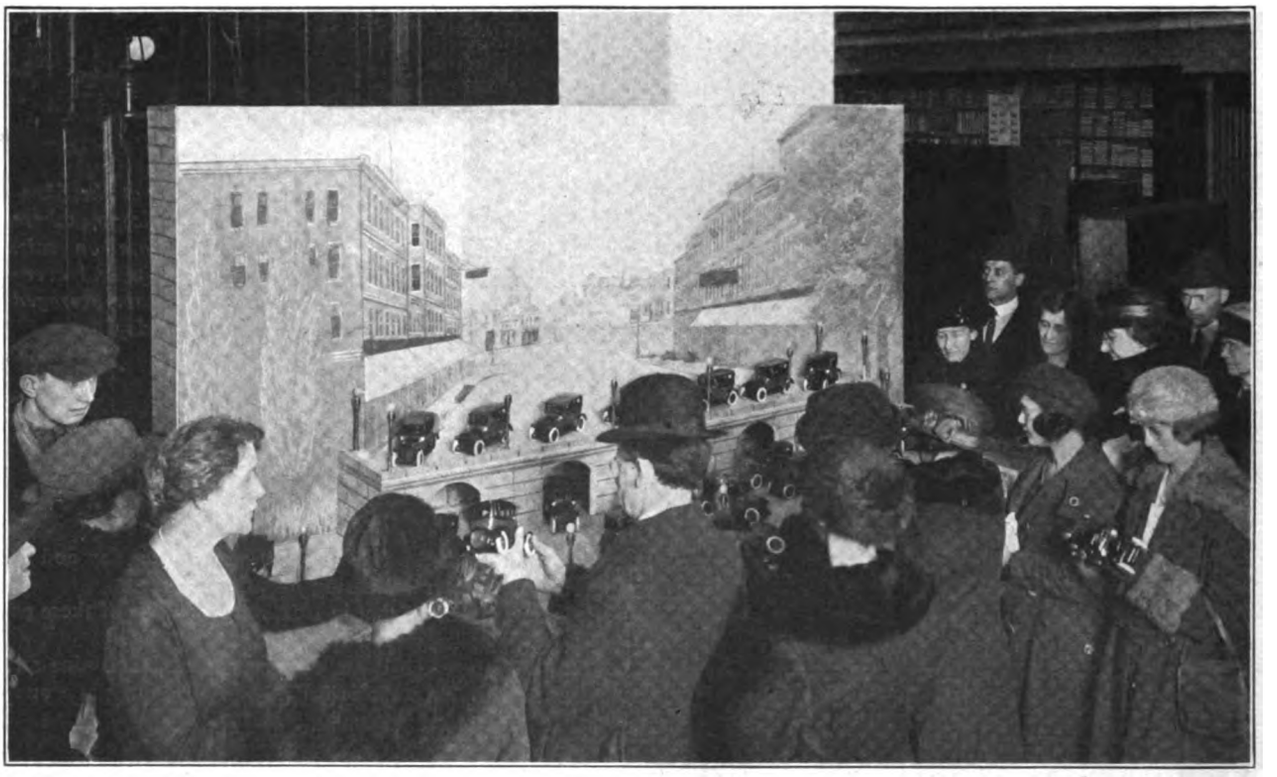
The Fair Department Store, Chicago, ran a very small item in one of their large full page ads in a Chicago evening paper in order to test out the popularity of this toy. They decided from the way in which people poured into their store the next day to buy the toy cab, that they had stocked a very fast selling item. Then they had a display put in on the first floor of their main aisle, and a window display on Adams Street, which showed this toy cab on a moving belt, traversing the streets of a toy city.

And not only in Chicago, but everywhere, these toys are selling fast. One taxicab operator in Omaha, Nebraska, has distributed through local dealers, over 200 dozen in the past four weeks. A dealer in South Bend, Indiana, says it is the most popular thing he has ever put in his window. Several of the largest New York hotels have given valuable space to the display of this unique toy, realizing that it is something of great amusement and interest to their guests, in their lobbies. News companies and railway stations are selling quantities of them every day to the traveling public. Almost all toy jobbers are feeling the unprecedented demand.

Children are besieging their parents for one of these inexpensive toy cabs, and no sooner are they given one, than they demand two, and three, and more, to build up a fleet of their own.

And the interesting thing about the sale of this cab is that it proves we are all still children at heart, regardless of age. Grayhaired men and women have been seen purchasing these toys, apparently for some child or grandchild, but in reality to take

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Crowds at the Fair Store, Chicago, surrounding the booth in which the Arcade yellow cabs are shown. This is in the main aisle on the first floor, quite a prominent place for toys.

home where they can put it on their library table and push it back and forth as delightedly as any towheaded youngster.

The success of this car also proves that the people will respond to something that is cute, clever, and which is a miniature of its big brother, the real taxicab, the carrier we are all so familiar with.

GREAT FACTORY ENABLES FINE WORKMANSHIP TO BE PUT ON LIONEL TRAINS

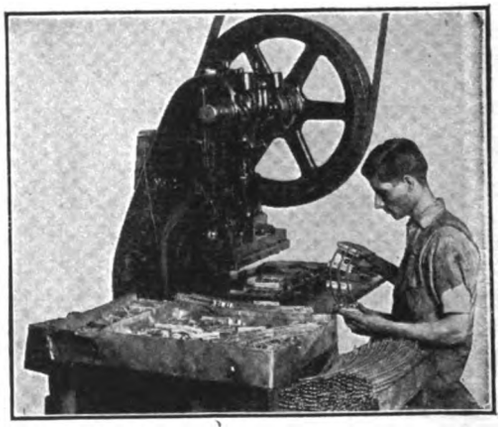
Most of us knowing how toys are often made in some woman's back parlor in a tiny loft or in a hidden away shop in a small town, would be amazed if we took a trip through the Lionel factory and machine shops. Here, with 120,000 square feet of space in a factory made of brick, steel and concrete, with every known convenience, newest machines and special apparatus, Lionel trains and accessories are produced. The location of the factory was specially chosen because of the necessity of good shipping facilities. Irvington, New Jersey, the site of the factory, is a suburb of New York City, and offers transportation facilities which are unsurpassed.

In this factory, the finest workmanship is used to produce the Lionel line. Here are dies, powerful machines, delicate automatic devices and great stocks of valuable metals, such as high-grade tin, brass and copper. In the great vault with its massive concrete walls and its steel safety door, are stored over $250,000 worth of hardened steel dies, secure against loss from fire and theft.

So great are the savings made by the modern automatic machinery, as for instance by a stamping press with automatic roll feed which cuts out 60,000 pieces of a motor or other parts in eight hours, that the products when finally ready for sale are no more expensive than most ordinary electric trains.

Fine workmanship means of course the use of fine materials. Obviously, such tests as putting a 110-pound pull sideways on a piece of Lionel track could not be successfully made unless great strength was built into the track. By using the finest materials and automatic rail making machines and automatic track assemblers, the remarkably sturdy Lionel track is turned out at low cost. These wonderful machines were developed in the company's own experimental department and are thoroughly covered by patents. No machines like them are in operation in any other toy factory.

As an example of the attention which is given to detail, a great deal of study has been put on Lionel locomotives to prevent them from being derailed in operation. The center of gravity has been kept very low by making the motor strong and heavy and the



Lionel Track Assembling Machine.

body comparatively light. Thus the difficulties of keeping the toy locomotives running continuously is eliminated.

Service requirements on Lionel products are reduced to an absolute minimum and when they do arise, are taken care of immediately through the Service Department at 48 E. 21st Street, New York City. Thus the dealer who handles Lionel trains is thoroughly protected and is able to sell his entire stock without any losses whatsoever. Every Lionel train upholds the reputation of the factory.

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MASON MANUFACTURING CO. HAS INTERESTING HISTORY

L. L. Mason the Dominant Figure in Great Development That Has Taken Place in Last Thirty Years

A RECENT article in the Lewiston (Maine) Evening Journal gives some interesting facts concerning the development of the Mason Manufacturing Co. of South Paris, Maine, and tells of the important part played by Leslie L. Mason, the present head of the concern, and also one of the vice-presidents of the Toy Manufacturers of the U. S. A. From a small beginning Mr. Mason has made his plant one of the big industries of the town. Its product is sent the whole country over and to Europe.

Leslie L. Mason was born in Bethel, Maine, July 4, 1868. He was educated in the public schools and in Gould's Academy, and later attended Eastman's Business College in Poughkeepsie, New York.

Started Making Dowels

After finishing his education he was looking around for something to do and became interested in the dowel business for the reason that he was looking after his father's timber lands and from one of these tracts of land was cut the first lumber that was ever manufactured into dowels for commercial purposes, and knowing that from that beginning there had been an increasing demand for dowels for various purposes he decided to start into that branch of business himself on a tract of land which was willed to him by his father at Andover Falls, this state, in the fall of 1891.

By the way, the man who superintended the building of this first mill, James A. Hodsdon, is still in the employ of the Mason Manufacturing Company. To build this mill it was necessary to go into the heart of the forest, hew out many of the timbers, which necessitated its being rather a crude affair.

This venture proved fairly successful but after a few years Mr. Mason, being not altogether satisfied with the volume of business he was doing, began to take on the output of other dowel manufacturers, and worked up a very satisfactory business in this line, selling the products of these mills throughout this country and Europe.

To handle this business more satisfactorily he moved to Portland in the fall of 1897 and continued increasing the business from year to year.

Got Idea of Toy Factory

Selling these goods in person he found that many of the small toy manufacturers were working to great disadvantage in manufacturing and putting their goods onto the market, so he conceived the idea of starting a factory near the source of supply in order to do this work more efficiently. Therefore, in January, 1903, he came to South Paris and leased what was known as the "Old Shurtleff Mill" and started the business of manufacturing toys.

Three years later, one April morning, he received a telephone message in Portland that the factory was in ashes. With his characteristic energery one month from that day he had purchased the site of the present plant and begun the erection of a new building to enable him to continue the business on a larger scale.

The business has steadily grown from year to year and the plant has been enlarged and equipped with modern machinery for the manufacture of a large variety of children's and dolls' furniture. "The Mason Line" is known from coast to coast and during the last year when many factories of all kinds have been shut down or running on part time, this factory has run full time and at full capacity and even then has not been able to fill all of the orders.

Mr. Mason continued his office in Portland until May, 1918, when the business reached such a volume that it was necessary for him to devote his whole time to it, and he went to South Paris to live. At the same time he moved the dowel warehouse from Portland to Boston, where that business is continued.

About six years ago the company opened a permanent selling office in New York City, now located in the Fifth Avenue building where a complete line of toy samples is always on exhibition.

REPORTS TOY FAIR BUSINESS GOOD

A. B. Wilder, president of the Wilder Manufacturing Company, St. Louis, Mo., who has just returned from New York after strenuous days of good business, reports conditions in the toy industry as very fair with signs of continued improvement very much in evidence. He reports a good feeling among the wholesale and jobbing trade. He states that his company lined up business at the New York Toy Fair which was highly satisfactory.

The Wilder Co.'s Billy Buster Flyer with new disc wheel and the company's new games met with an appreciation that was gratifying. The success that the toy dealers have had in selling Wilder toys would seem to make them equally interested in handling wheel goods and games which the average family buys with more or less frequency.

According to Mr. Wilder we have passed the worst of the depression and the general trend is toward better business among the toy dealers. The public has economized severely and jobbers generally have reduced their stocks below the ordinary requirements of the industry. With this combination of business intelligence he predicts that the toy industry will make speedy progress toward complete readjustment and presently, with summer coming on, improvement will spread all down the line.

Pacific Coast Representative

The H. D. Tyler & Co., of Los Angeles, Cal., Portland, Ore. and Seattle, Wash., have been appointed Pacific coast representatives for the Wilder Mfg. Co., of St. Louis, Mo. They will handle the complete line of wheel goods, games, doll house furniture and other items. The improvement in toy conditions on the Pacific coast bears out the prophecies which have become more frequent recently that the toy industry is rapidly returning to sound conditions.



R. A. Green.

N. D. CASS CO. IN FIFTH AVENUE BUILDING.

The toy trade will be interested to learn that the latest addition to the ranks of the toy firms who have display rooms in the Fifth Avenue building is the firm of N. D. Cass Company of Athol, Mass. Fine quarters have been engaged on the fourth floor where the complete lines will be on display throughout the year. The office will be in charge of Mr. Robert A. Green who is very well known in the toy trade.

After the Disarmament Conference

Mr. Harding—"Where's the Army?"

Mr. Coolidge—"He's out rowing in the Navy."—*Our Navy.*

A Word for Father

"Dear God," prayed golden-haired little Willie, "please watch over my mamma."

And then he added as an afterthought, "And I dunno as it would do any harm to keep an eye on the old man, too."—*The Leatherneck* (Washington).

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TEACHING CHILDREN HOW TO PLAY

By F. B. Crosby, Sec'y The Toledo Metal Wheel Co.

A prominent educator recently made the startling statement that the average child does not know how to play, and backed up her contention by statistics regarding the average activities of children during recess and other leisure periods.

"We teach them to study so intensively," she says, "that many of them reach high school at eleven and twelve years, but we have not taught them how to make the most of their free time for the development of healthy bodies—we have not taught them how to play."

Here is a thought for the dealer in children's vehicles, who has perhaps concentrated too exclusively on holiday business, and has not given sufficient attention to the opportunities which are offered during vacation, the great national playtime.

It is as rational for a child to desire a new plaything to enhance the joy of vacation days as for father to indulge in additional fishing tackle or golf appurtenances.

As children's vehicles are essentially out-of-door playthings, attractive window displays and timely advertising can easily develop a nice volume of summer business, which will not in any way conflict with holiday sales.

J. HALPERN CO. EXPANDS

J. Halpern Co., toys importers at Pittsburgh, Pa., have not only added to their space in Pittsburgh but have added an office and display room at New York City. Their new room is at 857 Broadway, corner of 17th, where they occupy a prominent corner. This display is under the direction of Ben Shrager, a member of the firm. In Pittsburgh they are moving into a new nine-story building which they will occupy altogether. They carry domestic goods in this town as well as imported. This firm has shown remarkable growth in the past three years.

W. J. BAKER CO. MAKES BLACKBOARDS

Combination desks and blackboards and wall blackboards have been added to the line of the W. J. Baker Co. of Newport, Ky. These items are made according to the ideas of E. H. Ketchum of Jamestown, N. Y., who is one of their selling representatives.

A renewable blotter on the desk makes the piece of furniture seem just like dad's. All styles are made with a handsome mahogany finish. A special device is provided for making the desk stand up without the use of chains. This is said to be quite an argument in favor of the Baker line.

H. C. WHITE'S FAMILY ALBUM

The "family album"—what a train of pleasant memories the word starts in the minds of many of us. Looking at the family portraits was once one of the four greatest American pastimes for Sundays and visiting days.

In this issue the H. C. White Co. present a couple of pages from their family album. This is a unique form of advertising and we congratulate our good friends on their originality. Of course, it's the "Kiddie Family" that we see, but the family is a famous one and growing every year. The particular member whose likeness is shown this month is Kiddie-Pedal-Kar, a lusty youngster born at North Bennington, Vt., on New Year's day last. He is a good looking chap. No wonder the family is proud of him.

UNCLE SILAS LEAVES FOR CUBA

One of the passengers on the *Megantic,* which sailed for southern waters and which will occupy about a month's time for the cruise, was "Uncle" Silas Ichenhauser and wife of Evansville, Ind. Uncle Silas was full of enthusiasm and anticipation of a very happy and beneficial trip. Doubtless he will return to the United States and later to Evansville full of new stories about the localities that he visits and no one can more definitely apply the light of touch to incidents of travel than Uncle Silas.

TOY IMPORTERS AND DISTRIBUTORS

The Ernest Reich Co. is a concern that is attracting the attention of all interested in toys and novelties. The establishment of this concern and its guarantee of service is on very solid foundations. Mr. Reich was for many years prior to the war a manufacturer of toys and novelties in Europe. He came to this country just before the war started for the purpose of establishing a selling organization for his factory and several other leading toy factories. The war broke out and Mr. Reich remained here and became a manufacturer here—and also a real American. During the war he was engaged in the management of factories working almost entirely on government contracts and he earned a reputation for efficiency and industry.

Just after the war he took up again his "old country" connections and this resulted in an eight-months' buying trip among the leading European toy manufacturers, many of whom have pledged their entire output to the Ernest Reich Co. and giving the company all exclusive rights. There are no go-betweens—prices are direct from the factory to Chicago and at Chicago prices. The kind of associations Mr. Reich has assures deliveries.

The Ernest Reich Co. knows that only certain lines and kinds of toys can be advantageously imported and so has also arranged representation of a number of high grade domestic lines; the company also is sole distributor for the famous "Purple Seal Playthings," tile toys.

The company maintains a permanent display at their rooms in the Hunter building, 337 West Madison street. This display will be of interest to all buyers coming to Chicago.

AND THE ENGINE "RUNS JUST LIKE DAD'S"

"The car with the engine that runs just like dad's" is the slogan describing a new juvenile auto, which made its first appearance at the New York Toy Fair. This car has a steel engine with fly wheel, fan, cam shaft and tappett valves, made in exact reproduction of modern motor car construction.

And when the boy pedals the car along, the engine runs—the fan whirls around; the fly wheel revolves and the valves move up and down just as in a motor car. The engine does not run the car but runs with the car.

This is accomplished by a new and practical driving mechanism—a compound lever action which doubles the power of the driver. The small child can operate the largest car with ease. Patent has been applied for on the engine and the driving mechanism.

Other items of construction are imitation spark plugs wired to represent real ones, speedometer, clock, gear shift lever, horn, motormeter, gas control, extra wheel fastened on side, gas tank, rear lights, compartment at rear of seat, and step like the most expensive car. It comes with electric or dummy lights as ordered. The hood is hinged on top with perforated ventilator like most expensive car. In fact in appearance and general lines it is a mighty attractive car.

T. M. Vaughan of Lisbon, Ohio, is the designer and will have charge of marketing these cars. Mr. Vaughan is known to many of the toy buyers over the country. He has been a designer of toys for years and the products of his inventive genius are being made and sold today by several of the leading toy manufacturers of the United States.

These automobiles will be made in 15 designs and sizes, to retail at from $12 to $75. Deliveries will be made in May.

ALBANY HARDWARE DISTRIBUTES BONUS

The Albany Hardware & Iron Co. of Albany, N. Y. gave a fine banquet to its employees on February 27th, the dessert of which was a liberal bonus. This bonus has been given annually for several years and is based on the amount of salary received by the various employees.

One hundred sixteen employees were present at the banquet including those from the store, the warehouse and men on the road traveling for the wholesale department. An entertainment followed the banquet.

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THE PLACE OF PRIORITY IN BUSINESS BUILDING

By Wm. L. Diemer, President of The American-National Co., Manufacturers of Juvenile Vehicles, Toledo, O.

OVER a century ago, a famous English poet wrote, "Be not the first by whom the new is tried, nor yet the last to lay the old aside." While this is good advice for a great many people, especially those faddists, who flit from one new fangled foible to another with little thought or purpose, it scarcely stands the progressive business builder in good stead. The merchant who would establish a reputation as an important factor in the commercial life of his community might do well to be the first to try new methods of merchandising; he would undoubtedly do well to be the last to lay aside old, long established policies of service.

No rule of thumb can be devised to show what proportion of old and new makes a judicious merchandising mixture. Each dealer must work that out for himself. There are two important considerations which help one to arrive at the proper conclusion: always remember that quality counts first; then study each customer, or group of customers. Some will always like articles that are reliable in workmanship, and enduring in use; others will want the latest numbers because they are new; but the majority will appreciate the unvarying quality of the merchandise you sell them.

Priority Has Its Place.

Once a dealer realizes that quality must be the foundation, he can easily build up his business by being the first to show the new, the novel, and the noteworthy. The satisfaction resulting from such service to his community, reacts to make store methods more up-to-date and progressive. It works out that way invariably from the manufacturer's point of view, and it is logical to assume that the same principles would apply in the case of the retailer.

As an example the American-National Company was the first to put an auto wheel steer juvenile automobile on the market. Mr. Barschow, superintendent of our Perrysburg plant designed it and superintended its construction. We put it out in 1903 and received a basic patent on it. Up to that time, there had been self-propelled wagons, steered with a lever on the side of the box, but nothing that looked like an automobile. Ours was the only foot propelled wheel steer juvenile automobile and we were also first to make a steel chassis and have a U. S. patent on it. We took great pride in this priority, but it was justified by the great demand for our new product. Just as was natural, business in this line was greatly stimulated, for other manufacturers immediately used our mechanical devices and designs. Although these were fully covered by our patents, we did not prevent manufacturers from using them, as we were always ready with new ideas. Thoughtful buyers invariably waited for our line, as they knew we were well in the front with the newest designs and accessories for juvenile automobiles and other vehicles for the kiddies. Therefore, rather than worry about imitators, we were using our energy to improve the features we had already invented, and introduce new ones.



George H. Barschow, superintendent of the Perrysburg plant of the American National Company invented the first auto wheel steer juvenile automobile.

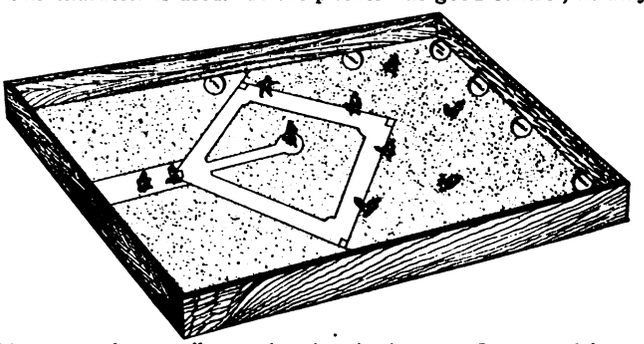
Similarly the retailer who keeps ahead of his competitors, develops not only his own interest and initiative, but speeds up business in his entire field. Imitators must meet the demand for the merchandise originated by others, or lose much of their trade. An interesting case is that of the chocolate ice cream bar, which confectioners were forced to make or see the profit from the enormous consumer demand go to their competitors. It is because of this forced imitation of many of our competitors that we do not take the subject of infringement of our patents very seriously. We are content to keep in the van, but are very particular to be first in quality, at all times. And it is just this thought that we would leave with the dealer: In building your business be sure of superiority, and priority will take care of itself.

A NEW PRINCIPLE IN BASEBALL GAMES

As we understand it, baseball is a game of skill—not luck. And that is the principle upon which the manufacturer has worked in developing this new board game, HIT and RUN.

The procedure of baseball is followed with honest-to-goodness accuracy, using a small ball which moves about over the board in very much the same way as a baseball travels over the baseball field.

Each and every play depends upon accuracy in placing the ball and not upon the turn of a dice or a spinning wheel, as no device of this character is used. If the pitcher has good control, he may



slide across three strikes and retire the batter. Or a good batter may land the ball deep in right or left field for a single, double, triple or even a home run.

HIT and RUN is said to combine the simplicity of crokinole with the science of pool and the interest of baseball, as, in fact, it involves the principles of all three of these games.

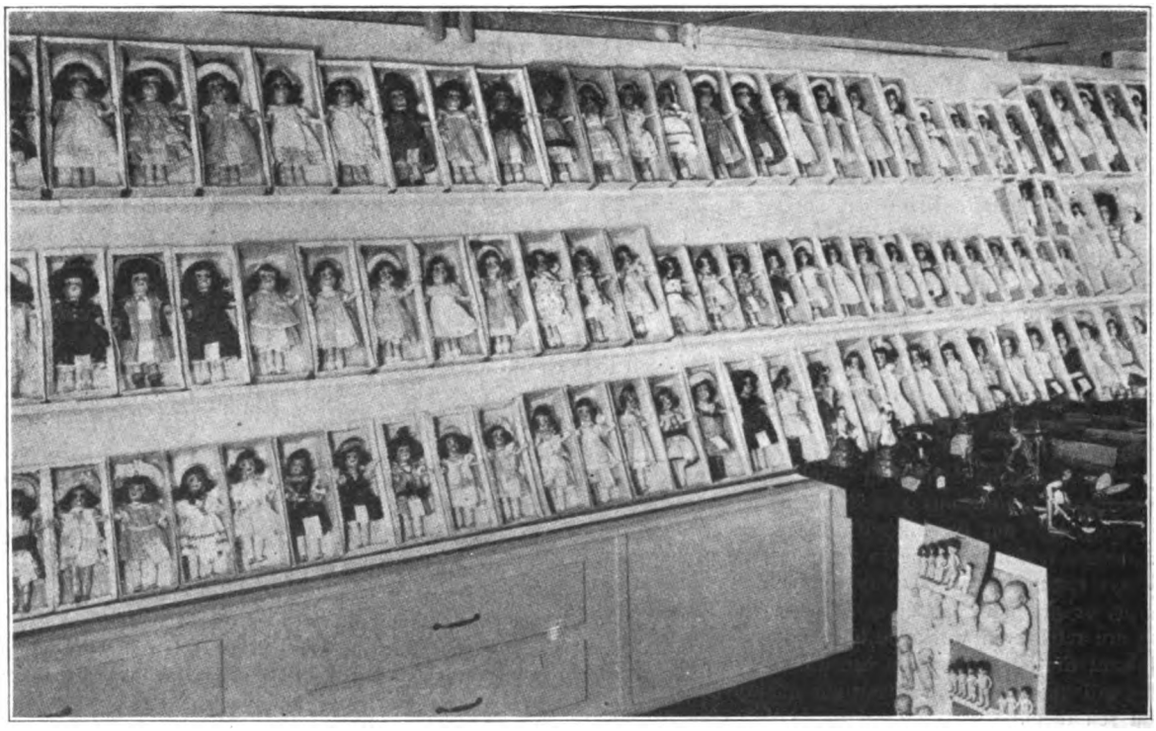
The construction is of wood and trunkboard and there are but few detached parts which, if lost or destroyed, can easily be replaced by other articles about the play room.

This new game is made by the Advance Mfg. Co., St. Louis, who also make a number of other board games to sell at 10c, 25c and 50c. The company has an interesting proposition for the jobbing trade. Descriptive folder sent dealers on request.

NEW ITEMS IN PAINTING SETS

The manipulation of paper to produce novelties that will please children has been brought to great success by the Universal Toy & Novelty Mfg. Co. They have just added to their line University water color painting sets in a great range as regards price and assortment. These painting sets are produced to retail as low as five cents for very small children who are just beginning to take interest in water colors, and a range of intermediate qualities which in the upper end of the line are suitable for the more ambitious efforts of older children. Of course, it is expected that the big seller will be in the middle range of prices, and they have a number called Universal Blue Bird Special which has been produced to retail at fifty cents with good profit to the dealer and excellent value for the purchaser.

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STEADY GROWTH OF LAKENMACHER CO.

In another part of this issue appears the announcement of a firm which not only in its ownership, but also in its sales force has engaged two men who are very well known and popular to the toy trade. Mr. Louis Daurenheim has become the vice-president of the Lakenmacher Co., Inc., 37 Union Square, and in connection with the well-known toy salesman, Horace L. Bates, will do the active work in the selling end of the business. The firm will have a very complete line of imported dolls, toys and novelties, such as is usually found in a complete stock of this character. The illustration of the corner of their showroom shows the great variety of their doll line which will be one of the strong features of the firm's business. There seems to be every reason to believe that this firm will continue to show the same steady growth that they have enjoyed in the last year and a half. Dealers who visit the Chicago Toy Fair will find all the principal lines of the firm prominently displayed at the Morrison Hotel, during April.

NEW TOY—A GREAT HIT

On January 7, 1922, two tool makers were started to work to make tools and special machinery for a new toy which had never been seen on the market before and for which application for patent has recently been made.

The inventor and manufacturer of this toy had never made toys before in his life and did not know how to go about selling toys, but felt that he had something good enough to send men out on the road to sell.

By the first of February the tools were for the most part completed and the first finished sample of toys were made.

In submitting a sample to a large department store in a nearby town, the question was asked, "Will you be at the Toy Show?" This was a new one to the manufacturer, for he had never heard of a toy show, but he was there on the opening day, February 7th, with one of the most attractive displays of the show.

Orders were placed in such quantities that within two weeks forty hands were at work in the factory, two new locations established and a third one rented.

"Mother Carey's Chickens" is the name of the toy and it is now on sale in almost every large department store throughout the United States.

E. P. Jennings, the inventor and manufacturer of this toy, asks us to state his appreciation of the ready marketing facilities and opportunities offered through the co-operation of the buyers and toy manufacturers in the establishment of the annual toy show.

Have you heard about "Mother Carey's Chickens"? If not, you ought to get posted right away.

NEW METHODS IN TOY MANUFACTURE

After a successful culmination of the toy manufacturers' exhibit many new production problems will present themselves. The exacting demands of the buyer of toys and novelties will test the ingenity of the manufacturer. The John Thomson Press and Mfg. Co. are anxious to co-operate with manufacturers along these lines. They claim that a great weal of work now being done by hand or made on crudely constructed special contrivances can be produced on machines possessing ponderous impressional strength. This refers particularly to stock which must be stamped out, die cut or embossed and printed.

John Thomson cutting and creasing and embossing press and "Colt's Armory" and "Laureate" printing presses play an important part in many branches of the toy industry. The firm has been manufacturing these machines for the past half century. Their mechanical and engineering force is at the disposal of the toy industry to help in perfecting present methods.

21 YEARS OF SERVICE

On Washington's birthday of this year Geo. L. Nelson began his 22nd year of service with the Wilkinson Mfg. Co. of Binghamton, N. Y. In that time he has come to know most of the large buyers of his line of goods, namely sleds, juvenile autos, children's cars, etc., throughout the country.

Mr. Nelson says that the sales of his company in January and February, 1922, exceeded the like period sales for any past year except in 1920 and 1921. As these two years were much out of the ordinary, this is a very hopeful indication of better business.

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PARKER BROTHERS AT MORRISON.

Parker Brothers, Inc., will have a prominent display of their line in Parlor F at the Morrison Hotel during April. The exhibit will be in charge of J. Ernest Mann and S. W. Knight.

One of the games which Parker Brothers will prominently advertise this year is the "Wonderful Game of Oz," a charming and novel game for little children. U. S. Letters Patent have



just been granted Parker Brothers upon the use of spelling cubes to govern the play, a new moving feature used in several of their games this year.

Five Wise Birds, Cow's in the Corn, and Whirlpool Fishing are among the most striking of the large new line of Parker Games, which are produced for 1922. The Morrison Hotel exhibit will be open on Monday, April 3d.

ENGEL NOW WITH CLECO

The Cleco Corporation inform us that Mr. George Engel has associated himself with them in a selling capacity, and will cover the territory east of Chicago.



George Engel.

George, who is well known to the trade, will be at the Chicago Toy Fair with his side kick, Mr. I. U. Stern (known as the heavyweight western peddler. After the fair Mr. Engel will travel east, stopping to visit his many friends in the different cities, while Mr. Stern will be traveling westward on the same mission.

The Cleco Corporation, who handle the famous. Lehmann Company's (Nurenburg) line, have their show roows at 5 East Seventeenth Street, New York, well filled with a complete line of interesting toys. Mr. Sundheimer and Mr. Kling are there to greet their old and new friends.

The American Mfg. Concern of Falconer, New York, will exhibit at the Great Northern Hotel during the Chicago Toy Fair, the display being in charge of H. S. Kelsey. For the benefit of those who did not visit the New York Toy Fair the firm will have on display their complete lines which include blocks, tool chests, blackboards, and the new numbers which have recently been added, the line of rosewood and walnut finish pianos, and metallaphones, together with several numbers of counting blackboards.

SPECIAL RULING ON WATER COLOR

We are in receipt of a letter from the American Crayon Co. giving us information as follows:

Your readers will be much interested in a decision of the Treasury Department at Washington, which was made March 11. The Dye & Chemical Section of the Treasury Department considers water colors in all forms such as are used by artists, for schools and by children for toys, whether sold in bulk or assembled in boxes or kits, to be controlled commodities within the meaning of the Act placing an embargo on the importation of dyestuffs and colors.

Paragraph 7 of Treasury Decision 38799 of July 21st, 1921, reads :

"When a product has sufficient coal tar product mixed or combined with it to *materially change* its identity or character it shall be considered a 'mixture or compound of such coal tar product' within the meaning of the Act."

Ninety per cent of the value of the material used in the manufacture of all of this class of colors is made directly or indirectly from coal tar colors or products. In some colors direct dyes are used while in other colors lake colors are used, which are made from dyes precipitated on some base.

This ruling is effective immediately and will stop the importation of all kinds of water color outfits until after the new tariff legislation is enacted and this line of goods is properly protected in the new tariff and it is receiving special consideration in Congress with the dyestuff industry.

COURT RULES IN FAVOR OF "CHEMCRAFT"

The Porter Chemical Company, Hagerstown, Md., manufacturers of the popular "Chemcraft" Chemical Outfits, have recently won a permanent injunction against the American Drug & Chemical Co., Inc., of Gettysburg, Pa., based on a suit involving unfair competition, and infringement of trade mark and copyright.

The District Court of the United States for the middle district of Pennsylvania decided that the "Junior Chemist," "Wandcraft" and "Photocraft" outfits put out by the American Drug & Chemical Co., were close imitations of the well-known "Chemcraft" outfits; and that the trade names and instruction books, as well as the printed literature, price lists, display cards and other advertising matter used in selling these outfits were copied largely from those used by "Chemcraft." The American Drug & Chemical Co., was therefore found guilty of unfair competition, of infringement upon the "Chemcraft" trade name, and also of infringement upon the copyrighted instruction books and other printed matter originated by The Porter Chemical Company.

The injunction carries an award of heavy damages for infringements by reason of sales heretofore made by the American Drug & Chemical Company and that company has been perpetually enjoined and restrained from directly or indirectly making or selling in any manner whatever the various outfits they have been offering the trade.

Incidentally, The Porter Chemical Co., claim their "Chemcraft" is the original of all chemical outfits. Judged by the general popularity of these outfits, it would seem they are among the most complete and satisfactory on the market.

MOVES TO NEW QUARTERS

The Calumet Mfg. Co. of New York have moved to new quarters at 33-35 East Twentyfirst street, between Broadway and Fourth avenue. Their new lines have been on exhibit at the new address since February 1st. The firm deals in both imported and domestic goods.

The H. J. Phillips Co., Inc., announces the removal of their main office to the factory at Branford, Conn. Their permanent New York showroom will be at the Owens-Kreiser Co., 31 E. 17th St.

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A FASCINATING TOY EXHIBIT AT THE BUSH TERMINAL SALES BUILDING

The very convenient location of the building, the fine quarters which it affords its tenants, and the large amount of publicity that the building has received not only in the United States, but in foreign countries is all favorable to the selling opportunities which the tenants of the building enjoy.

The Bush Terminal Sales Building as a source of supply in these lines is brought favorably and forcibly to the attention of the trade by Messrs. Geo. A. Keeneth, M. E. Mechner and J. L. Pulaski, who cover very thoroughly the territory east of Pittsburgh and north of Virginia, stirring up interest in the best class of trade for the Bush terminal tenants.

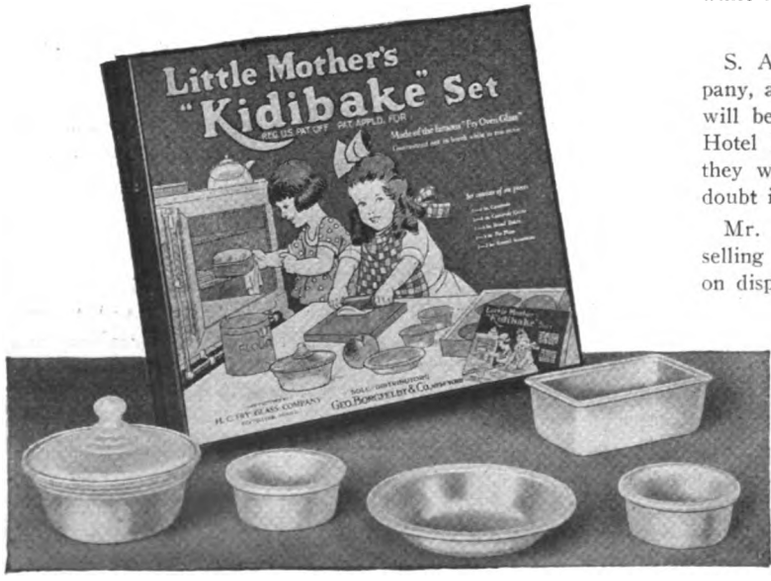
"LITTLE MOTHER'S KIDIBAKE SET."

The first time in the history of cooking in glass, that a set of this nature has been turned out for the kiddies. This set is controlled by Geo. Borgfeldt & Co., and has been patented by them.

It consists of six pieces as follows:

1—4-in. Casserole.
1—4-in. Casserole cover.
1—5-in. Pie Plate.
1—4-in. Bread Baker.
2—2½ Round Ramekins.

These pieces are put up as a set, in a beautiful red box, with a blue and orange label on cover, showing two children in act of cooking.



An idea never attempted before in selling cooking ware for children, is to educate them along what lines they can make use of the individual pieces. Therefore, we are including an 18-page recipe book in the set, all these recipes having been tried out by a culinary expert, and each recipe will just make enough to fill container.

A display card for counter use is included in every shipment. The Kidibake Set is covered by a guarantee against breakage, while in use in the oven.

S. A. Herzfeld, manager of the Invincible Importing Company, announces to the many friends of Mr. Ig. Mayer that he will be in charge of their exhibit at the Chicago Fair at the Hotel Morrison, Room 537, during the month of April, where they will show a complete line of foreign toys which will no doubt interest the western buyers.

Mr. Herzfeld also advises that they have been appointed selling agents for M. Carleton Dank's Toymaker which will be on display at the Hotel Morrison in a most unusual and attractive manner. As this is an exceptional line of interest to the American boy and has had a phenomenal success in the east, they feel that the western buyer will also realize the great possibilities in the handling of this product.

Well, we guess the idea of a quadruple alliance has been pretty well received by everybody as all even Senator Reed of Missouri says against it is that it is treacherous, treasonable, damnable.—*Ohio State Journal.*

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H. F. MACK SAYS BUSINESS IS GOOD

H. F. Mack, sales manager of the American Flyer Mfg. Co., returned to Chicago the week after the New York Toy Fair and reported a very satisfactory business in New York during February and March. He is now in charge of the New York office of the firm in the Fifth Avenue Building and will spend a good share of his time in the eastern city. He expects to return to New York the middle of April or sooner, as he has a large number of appointments with buyers who were not able to see him earlier in the year. Business is good, according to Mr. Mack and he is one of the most optimistic toy men we have met for some time. "The old established lines are getting the orders," he says, "and we are getting ours. I am satisfied with what we have done and with the outlook. This is going to be a good year for the toy business."

AMERICAN-NATIONAL SALESMEN READY

"A quality line rightly priced, will always bring business," says Harry L. Diemer, sales manager of The American-National Company, Toledo, manufacturers of baby and juvenile vehicles. "The American-National Company keeps its salesmen full of pep, not only by virtue of the value it offers in juvenile vehicles, but because of its motto, 'New Goods for Old.' The American-National Company feels that its policy along this line will bring big returns in 1922.

"Our new models will be on display at the Chicago Toy Fair, at 403 Morrison Hotel. Assisted by Mr. A. P. Leith, we shall welcome the opportunity to explain the new features on our automobiles, which are completely equipped as the finest cars for grown-ups, velocipedes, coaster wagons, hand cars, scooters, juvenile bicycles, tricycles and doll carriages, which we believe will highly please as well as surprise dealers from all parts of the country."

TOY IMPORTS LESS IN 1921 THAN IN 1920.

The Toy Manufacturers of the U. S. A., Inc., have supplied the following information concerning the imports and exports of toys for the past two years. While the imports from Germany increased about 15 per cent last year over 1920, the imports from Japan fell off about 80 per cent:

Imports and Exports.—The total imports and exports during 1921 from January 1, 12 months, 1921, to December 31, were:

	Dolls and Parts of.	All Other Toys.	Mechanical Toys.	Total.
Exports	$ 143,341	$1,634,658	$163,417	$ 1,941,443
Imports:				
Germany	$1,098,008	$3,769,806	.....	$ 4,867,814
Japan	304,864	961,469	.....	1,266,333
Oth. cou'ties	60,041	913,220	.....	973,261
Total	$1,462,913	$5,644,495	.....	$ 7,107,408

Imports and Exports.—The total imports and exports during 1920 from January 1, 12 months, 1920, through December 31, were:

	Dolls and Parts of.	All Other Toys.	Mechanical Toys.	Total.
Exports	$ 539,830	$3,088,132	$471,639	$ 4,099,601
Imports:				
Germany	$1,051,367	$3,204,650	.....	$ 4,256,017
Japan	1,705,348	3,765,374	.....	5,470,722
Oth. cou'ties	82,816	946,139	.....	1,028,955
Total	$2,839,531	$7,916,163	.....	$10,755,694

Going Up

Son—"Papa, give me a nickel."

Papa—"Why, son, you're too big to be begging for nickels."

Son—"I guess you're right, papa, make it a dime."—*The Leatherneck* (Washington).

ITEMS OF BEHREND & ROTHSCHILD

The advance of the American toy industry is influenced not only by American inventive genius, but by the wealth of ideas which are being worked out in items that hold the interest of the trade. Three very good examples of this are now on the market. "The Kid Flyer" is one of these, an item which represents the familiar figure of the city street, a small boy on a scooter with a soap box in front of him. "The Kid Special" is quite as realistic and shows a boy sitting astride a small three-wheel vehicle of familiar appearance. The propulsion of this miniature vehicle is obtained by the use of a spring. The third of this trio of interesting items is the "Mechanical Buterfly," which is enameled in the beautiful natural colors of the original. This by an ingenious spring device flutters along the floor like its prototype in nature. The other two items mentioned are lithographed in bright colors. The propulsion is effected by winding the spring, which is done easily by two or three deft pulls on a string instead of requiring a key. There is no key to lose as the string is attached to the mechanism, and therefore no difficulty in getting it ready to operate. All of these items are produced and patented by Behrend & Rothschild, who are ready to make deliveries at once. These should be very good items for the summer trade.

A NEW VEHICLE

On of the most ingenious vehicles that has been produced for children is a new item manufactured by the Toy Shop of New York. This vehicle is designed in several sizes for children from two to ten years of age. It is really a velocipede, but instead of having the regular velocipede seat, the rider sits on the back of an Airedale, and by the same motion as used for regular bicycle, propels the vehicle. This item is expected to become extremely popular with young America and is brought out just in time to profit by the demand for out-door toys which rapidly develops with the improvement in weather conditions.

EXPANSION OF AN IDEA

Some of the most profitable lines of merchandise to handle are composed of articles that were first designed to serve a particular purpose, and later on were modified in their character and put to many other uses.

One of the most striking successes along this line is the Tinsel Cord and Ribbonzene products of the Carpenter Mfg. Co., Norwich, Conn. Their product was first used as an ornamental wrapping twine for the lighter and more delicate packages of merchandise, as in drug and confectionery stores, etc. Soon the imaginations of designers began to create articles of utility and ornament from this twine. The product now comes in a variety of both flat and round cords under the trade names of "Everbrite" tinsel cord, and "Daintewave" ribbonzene, and while these do not always bear the name of the manufacturer, they will be recognized by dealers, as the trade names of this superior product, which is rapidly increasing in popularity and in sales.

One of the features of this line is that it follows closely the trend as regards colors most in demand, and there is an extremely artistic and up to date color assortment.

HAS RESIGNED CONNECTION WITH PYFYLY

George Silberblath resigned his position as representative of the City of Paris on March 1st. This firm are the sole agents of the United States for Pyfyly, the building game. The representative and display of Pyfyly will continue as heretofore at the offices of the City of Paris Importation Co., 170 Fifth avenue, New York.

Mr. James Hannan, of the Garret Co., has for the past season added to his line the colored enameled juvenile furniture and wood doll carriages manufactured by the J. G. Sherman Mfg. Co. of 2100 West Van Buren street, Chicago, Ill. His old acquaintances will be pleasantly surprised with the appealing toy furniture which he is now able to offer them.

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AMERICAN STANDARDS SHOULD APPLY TO OUR TARIFF

Chas. W. Schwab States That We Have American Standards in Everything But Our Tariff.

Washington.—The Senate Finance Committee recently listened to a plea for speedy tariff legislation and the incorporation of the American valuation plan in the new tariff law. The plea was left in Washington by a committee of the National Association of Manufacturers.

Commenting upon the basic weakness of the tariff policy, which, he said, was affecting injuriously, the whole industrial fabric of the nation, Charles M. Schwab, in a letter addressed to President John Edgerton and read to the convention, wrote:

"An ounce of gold today in the United States pays the American worker for 17.22 hours of labor as against 50.16 hours in Great Britain, 95.5 in Japan, 117.31 hours in France and 201.55 hours in Germany. Last year Congress passed a bill restricting immigration to protect the American worker from the millions of foreigners who would have flooded our labor markets and caused a panic in wages.

Plea for American Standards

Mr. Schwab's letter concluded with the following statement on the tariff:

"We have American standards in everything but our tariff. Today, in my opinion, the hours has come when we should put American standards in our tariff laws. The simple and effective way of doing this is by substituting American standards of value for the present archaic standards of foreign values. This is the essence of American valuation which will do for our industries, for our people, for our business, exactly, what gold standard did for our currency. It will prevent the cheaper currencies of the world from saddling us with economic stagnation."

MORE ABOUT OHIO EXPORT AND TRADING COMPANY

In our issue of February we published an article concerning the Ohio Export & Trading Co in which we quoted from the *Cleveland Leader* to the effect that the firm was bankrupt and that there had been a swindle in connection with the sale of stock to the public by former officials. The article in the main was right but for fear that some of our readers might not have discriminated between the present and former management, we are very glad to publish herewith a short statement from the receiver of the company, S. J. Kornhauser. In a letter dated March 16th, he says:

"We wish to draw your attention to the fact that the swindles perpetrated by former officers of this company have nothing to do with its present personnel or with the receiver who has been operating the company since his appointment.

"The Ohio Export & Trading Company is not bankrupt nor even in financial trouble, the receivership being purely for the protection of stockholders. It is thoroughly solvent and has not less than $100,000, possibly considerably more in available assets in excess of any present liabilities. Whatever frauds have been perpetrated have been perpetrated upon its stockholders, not upon the trading public or the company's customers."

ADDITIONAL REPRESENTATION FOR THE CLEVELAND LINE.

The Kirk-Latty Mfg. Company of Cleveland, Ohio, announces the closing of negotiations with Rieman-Seabrey Company, 11-15 Union Square West, New York City, for representation of their line of children's vehicles. This popular line is finding a demand in all sections of the United States and Canada, and for the purpose of rendering their patrons better service, and desiring to assist their customers and prospective customers in marketing their line of children's vehicles, The Kirk-Latty Mfg. Company has found it necessary to increase their representation.

Rieman-Seabrey Company will display this line in their New York show-rooms at 11-15 Union Square West, and will be in position to serve the trade that visits the New York market, as well as to call upon the trade in the various sections of the country.

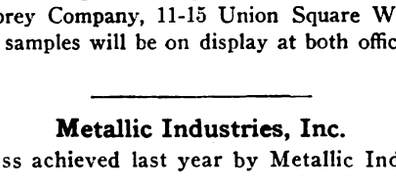
This company will be represented in New York City in the future by A. S. Ferguson Company, 48-52 East 21st Street, and Rieman-Seabrey Company, 11-15 Union Square West. A complete line of samples will be on display at both offices during the entire year.

Metallic Industries, Inc.

The success achieved last year by Metallic Industries, Inc., in launching their unique line of Metallic Steelbilt Play-ons was duplicated this year by the introduction at the New York Toy Fair of four new numbers—a small wagon called the Trail-A-Way, a small wheelbarrow named the Wheel-A-Way, a spring steel coaster called the Coast-A-Way and a small streamline, racer type velocipede called the Speed-A-Way, Jr.

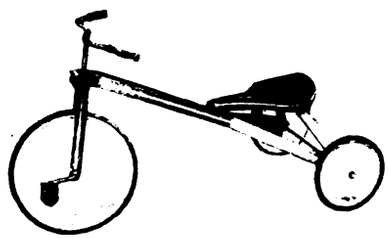


Wheel-A-Way.



Trail-A-Way.

Metallic Industries, Inc., had also on display at their room in the Hotel Imperial, a beautiful exhibit of their entire line, including the numbers first brought out—the Walk-A-Way, the Ride-A-Way, the Swing-A-Way and the Teeter-Go-Round. All of these, like the four new numbers, are built of metal, practically unbreakable, beautifully designed and pre-eminently **useful** and constructive in their influence on the child. Like the earlier numbers of this highly specialized line, the four new numbers are "playable" both indoors and outdoors and every day in the year.



Speed-A-Way, Jr.

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The Toy Balloon Of A Really Higher Quality



The Kind That Please The Children For Resale or Premium

You know how disappointed the children are when the toy balloons they have bought or received as premiums burst with a "Bang" and they find themselves holding an empty stick or string. It doesn't create a very good impression, does it?

You can avoid this by selling Sunshine Toy Balloons.

You will find them to be of a really higher grade. Dealers everywhere are recommending them for a good profit making, quick selling proposition—and one that always gives the children real satisfaction.

A display box of Sunshines, assorted as to size, shape, color and price, placed conspicuously on your counter will be a regular money maker for you and will demonstrate the sales appeal of Sunshine Balloons as well as the fact that they draw other trade to your store.

FOR ADVERTISING OR PREMIUMS

When you give Sunshine Balloons as Premiums or use them for Advertising Purposes yourself or sell them in large quantities to others you can be sure that you are handling the most durable balloon on the market and the children are going to be pleased.

THE PROOF OF SUNSHINE QUALITY IS IN THE BALLOONS. WRITE FOR SAMPLES TODAY AND TEST THEM ANY WAY YOU WISH.

THE WOOSTER RUBBER CO.

South Street, Wooster, Ohio

The Most Attractive Line of

Sand Pails and Sprinkling Cans

for Summer Trade

"Sandy Andy" TRADE MARK REG. U.S. PAT. OFF.

Toys



No. 15

A line of exceptional items offering both price and quality advantages. Far above the average in finish and workmanship. Deep rich enameled colors in Blue, Red and Green, finished inside with gold lacquer. Our No. 15 Pail, with lithographed design, is a winner. The entire line of five numbers is one you can make money on this summer. Sprinkling Cans, too, offer unusual value. Beautifully decorated, gold lacquered inside, carefully made, and packed in individual boxes. The No. 46 is now the

Biggest 25c Value

in a High Quality Sprinkling Can



No. 17



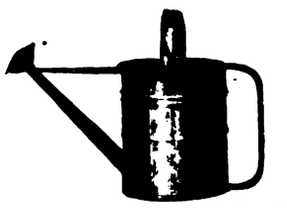
No. 12

Drastic reductions in prices make this line a fast-selling, profit-earning one for any store. Send for complete catalogue and new prices and place orders at once. "Sandy Andy" Toys will not be shown at the Chicago Toy Fair.

WOLVERINE SUPPLY & MFG. CO.

Main Office and Factory
Pittsburgh, Pa.

New York Office and Sales Room
200 Fifth Avenue
Room 406. Telephone: Gramercy 3453



No. 46—1 Quart



No. 47—2 Quart

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T*E*L*E*T*O*Y*T*E*L*E*T*O*Y*T*E*L*E*T*O*Y*T*E*L*E*T*O*Y*T*E*L*E*T*O*Y

The HUGO WIRELESS LINE

Chicago Toy Fair
HOTEL MORRISON
April 3 to 24th
Room No. 433

Direct Representative: Geo. A. Stockder

THE JOHN-HUGO MFG. CO. NEW-HAVEN, CONN

American Toy Buyers were quick to recognize the Sales Value of the most sensational innovation in Toy Making that has appeared in a decade.



RADIO REX NO. 799
Just Call "REX!" and Out He Comes
This sensational toy consists of a dog and kennel. Place the dog in the kennel, call "REX!" loudly, and he will dash out without any visible connection between the person and the kennel. Packed one each in an attractive carton. Weight per dozen packed for shipment, 17 pounds. Wonderfully interesting and scientific. Order Now!

WIRELESS BANK
The New Thrift proposition
"DUCKY LUCKY"
It Waddles and Swims

We have exclusive manufacturing rights on Sound Operated Toys under Christian Berger's patents of March 11, 1913; Nov. 10, 1914; Dec. 19, 1916; Sept. 24, 1918 and Feb. 7, 1922.

These rights will be fully protected.

THE JOHN HUGO MANUFACTURING COMPANY
60-62 Franklin Street - - New Haven, Conn.

T*E*L*E*T*O*Y*T*E*L*E*T*O*Y*T*E*L*E*T*O*Y*T*E*L*E*T*O*Y*T*E*L*E*T*O*Y

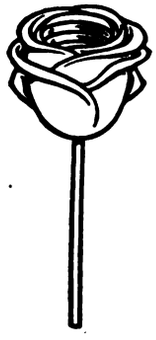
N·D·Q·

BIRTHDAY CAKE CANDLE HOLDERS

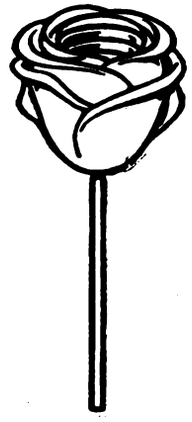
LARGE AND SMALL

100 IN A BOX

PACKED ASSORTED OR ONE COLOR IN A BOX


Small Size




Large Size

SIX COLORS

PINK
RED
WHITE
YELLOW
BLUE
GREEN

CORRECT IN EVERY DETAIL

RECOGNIZED BY LEADING JOBBERS AND RETAILERS AS THE STANDARD PACKAGE

DISTRIBUTORS:

W. A. Duffy	20	East Randolph St.	Chicago, Ill.	Strobel & Wilken Co.	61-65 West 23rd St.	New York City
Owens-Kreiser Co.	31	East 17th St.	New York City	Carl Silverman	50 East 13th St.	New York City
Rieman-Seabrey Co.	11	Union Square, W.	New York City	Louis Wolf & Co.	890 Broadway	New York City
Edwin E. Besser Co., Inc.,	35	East 19th St.	New York City	Louis Wolf & Co.	106 Pearl St.	Boston, Mass.
B. Illfelder & Co.	29	Union Square, West	New York City	Cardinell-Vincent Co.	577 Market St.	San Francisco, Cal.
John A. Petri	22	East 21st St.	New York City	M. Seller & Co.	Portland, Ore., Seattle and Spokane, Wash.	

N·D·Q· SPECIALTY CORPORATION

572-576 LIBERTY AVENUE BROOKLYN-NEW YORK

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Tinsel Cord and Ribbonzene

SEE OUR LINE BEFORE YOU BUY



"Everbrite" Tinsel Cord

"Everbrite" Tinsel Ribbon

"Daintewave" Ribbonzene

Ribbonette, Lamminette

RAINBOW TINSELS

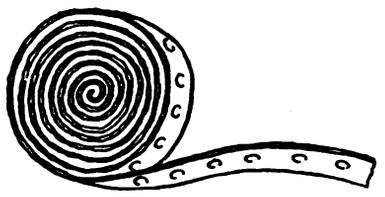
The Carpenter Manufacturing Co.

Norwich, Connecticut

The Standard Toy Pistols and Caps



INVINCIBLE REPEATERS
Shoot 50 times



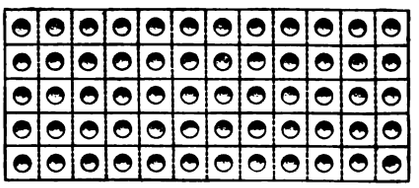
Easy to Load—Sure to Shoot

The Average Re-Orders on these items are over 100%

See these lines at
Baker & Bennett Co.
Room 454
Palmer House
and
Geo. Borgfeldt Co.
Hotel Morrison
at
CHICAGO
TOY FAIR



BIG BILL SINGLE SHOT



SUPER-MAMMOTH CAP
Loudest toy cap on market

Samples sent promptly upon request

The Kilgore Mfg. Co. - - Westerville, Ohio

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FRED K. BRAITLING

Perfection in Doll Necessities

"50 Years of Knowing How"

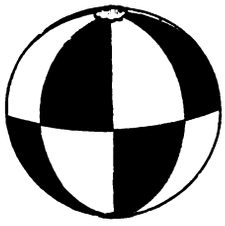








Real Hair and Mohair Wigs in all Fashionable Styles.



Doll Shoes, Slippers, Sandals, Stockings.

HOUSE BALLS

Dolly Dimple (patented) Repair Elastics, in all sizes for restringing dolls, from 10 inches to 48 inches.

Factory

BRIDGEPORT, CONN.

New York Salesroom
200 Fifth Avenue



She will want to "help" with the "Spring Cleaning"

That means sales for
Bissell's "Play Size" Sweepers

Patterns to sell at
25c to $1.50

Deep blue and mahogany finishes

Let us send you colored illustrations, full descriptive matter and prices.

BISSELL CARPET SWEEPER CO.

Oldest and Largest Sweeper Makers

GRAND RAPIDS, MICH.

New York Office and Export Dept., 46 West Broadway

"Put your sweeping reliance on a Bissell's appliance"

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Leo Schlesinger & Co.

Showroom: No. 804 Fifth Ave. Bldg., 5th Ave. at 23rd St.
Office and Factory: 64-68 Wooster St., New York City

SEA SHORE GOODS

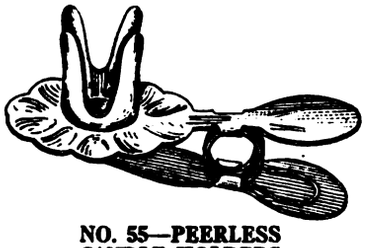
Pails and Shovels, Sand Mills, Sieve Sets, Sand Moulds, Spades, Sprinkling Cans, Filled Pails and Sand and Garden Outfits

IN ADDITION TO OUR

Complete Line of Metal Toys Known the World Over for Quality and Price

SEND FOR CATALOG AND PRICE LISTS
Address All Communications to 64 Wooster Street

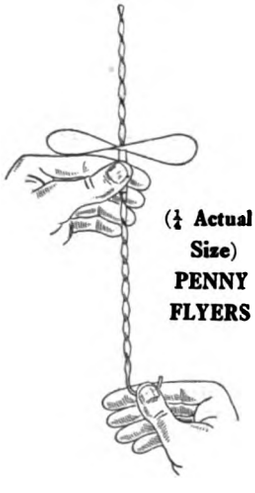
ESTABLISHED 1852



NO. 55—PEERLESS CANDLE HOLDERS



LOCUST SNAPPERS



(½ Actual Size) PENNY FLYERS



NO. 100—TWISTED TREE WIRES (½ Size)



FROG SNAPPERS

Frog and Locust Snappers Are Packed in 25 and 50 gross packages.

All prices for Christmas Merchandise are guaranteed against decline during 1922. Prices on Year 'round items guaranteed up to date of shipment.

Buyers are urged to place their 1922 orders for our merchandise at once.

Catalog SAMPLES and PRICE LIST sent on Request

THE KIRCHHOF PATENT COMPANY

30-32 Stirling Street, Newark, N. J., U. S. A.

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SEND FOR 1922 CATALOG

FIFTEEN VARIETIES

TINKER TOYS

SEE THE NEW ONES

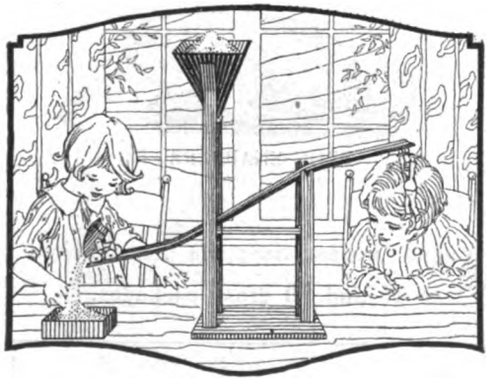
THE TOY TINKERS · EVANSTON · ILL.

NEW YORK SALES OFFICE 200 FIFTH AVE.

Latest Invention in Automatic Sand Toys

SIMPLICITY AND LOTS OF ACTION

Attractive—Durable—Cleanly—Educational



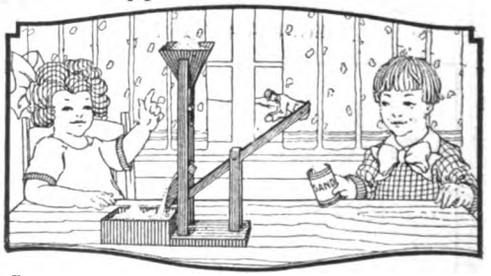
SAND-O-METER

No springs—no strings—no cog wheels.

Stands 13½ inches high.

The little red car makes 33 trips and runs 3 minutes with one filling of the hopper. After dumping, the track automatically elevates so that the car runs back to the loading position under the hopper.

A Big seller.



SANDY DUMP

A quick action type. Stands 9 inches high. Cleanly, durable, and very attractive. Designed to meet the demands of a lower priced toy.

WRITE FOR PARTICULARS.

SEE US AT

Room 425, Hotel Morrison

J. S. JONES, Representative

CHICAGO TOY FAIR

TEETER TOY MFG. CO.

3128 W. Park Ave., Chicago, Ill.

Manufacturers of "SELF-OPERATIVE" Toys

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THE LADDIE TOY CYCLE

Where Is the Boy Who Wouldn't Want to Ride This Beautiful Airedale Bicycle?

And Not Only Can He Ride It
But He Can

Steer. It Like a Regular Velocipede!

A Feature Covered by U. S. Patents and
Found Only in



Patent Pending

ANIMAL VELOCIPEDES

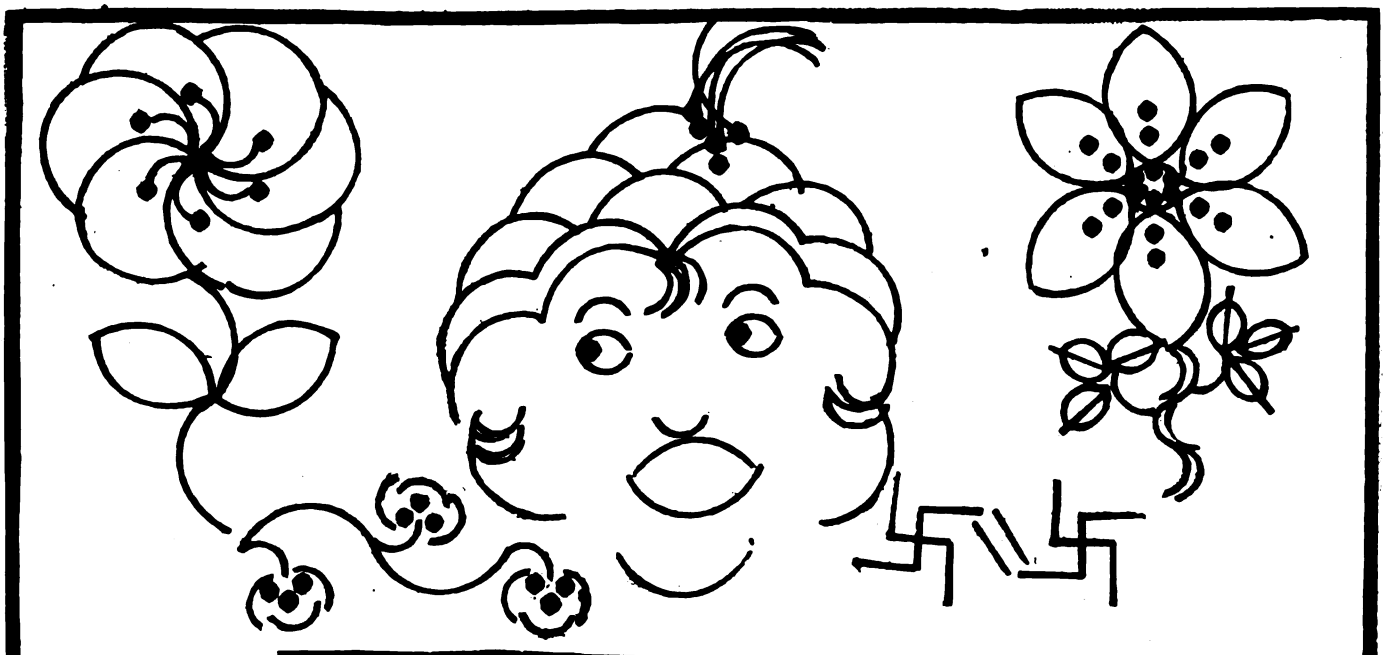
Manufactured by Us

Order From Jobber or Direct From

THE TOY SHOP

MANUFACTURERS OF STUFFED ANIMALS

117 Mercer St. **New York**



"MANY MARKS" made these
and can make a million others

A FASCINATING PASTIME FOR CHILDREN FROM SEVEN TO SEVENTY

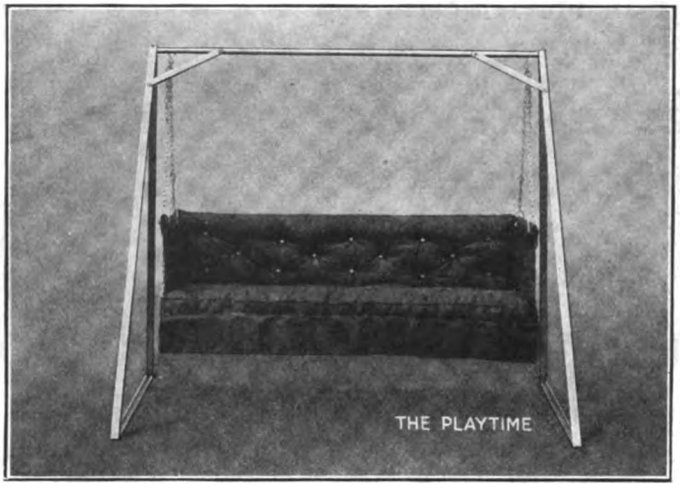
C. W. ALLEN COMPANY, Aurora, Ill.

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PLAYTIME SWING

The Greatest Novelty of the Season **Sales are Tremendous**
Quality is there and yet the price is unbelievably low

It Holds Three Children



Length of Seat 50 inches

The Playtime Swing and Standard comes complete in beautiful coverings. The back is adjustable and is full spring with separate mattress.

THE HARD MANUFACTURING CO., Buffalo, N. Y.

Substantial Reduction in Price on Entire Line of

HIGH GRADE CHILDREN'S WHEELED TOYS

BI-CAR (Tongue Forward)
PULL or PUSH

SPRING HAS COME

Our Girls and Boys WANT

AMERICAN MADE TOYS



Chicago Toy Show

Room 535 - MORRISON HOTEL

MR. E. N. PIATT IN CHARGE

Coaster Wagon
Black Board
Bi-Car
Baby Car
Speed King
Racemobile
Speedmobile
Skipmobile
Kid Cycle
Horse Bike
Baby Express
Baker Ball Game

THE W. J. BAKER CO.

Newport, Ky.

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The RED HEAD *Line*



"SIXTY LINE"
BALL BEARING

Kumfy The OUTING VELOCIPEDE

Better Than the Best of the Rest

The youngster demands action in his play to build up those young and tender muscles that are to carry them through future years. God's own outdoors is the ideal place for him on an Outing Velocipede. They're safe and sane, sturdy, scientifically designed and built on racy lines that appeal. Built in three sizes of three grades, nine in all. for any age.

Write for folder of complete line of

OUTING RED HEAD VELOCIPEDES

KUMFY-KAB CO., LA PORTE, IND.

HERE AT LAST!

The Long Looked for Moving Picture Machine

Prices from $1.00 to $25.00 Each

We shall take prideful pleasure in showing you what we have accomplished. Make a note in your book NOW to see us at **HOTEL MORRISON, CHICAGO. During the Toy Fair, 1922**



REAL MOVING PICTURES



Made to Accommodate Standard or "Non-Flam" Film

Heretofore the film problem has been a perplexing one. We can now offer you catalogued and titled subjects from our own prints. Your trade demands this service.

The NATIONAL Line

Includes the following new models—

Ford
Champion
Professional

The Ab-Cum-O-Graph

Includes the following well-known models—Little Giant, Torpedo, American Scout, Bull Dog, Dreadnaught.

Manufactured Exclusively by

A. B. CUMMINGS

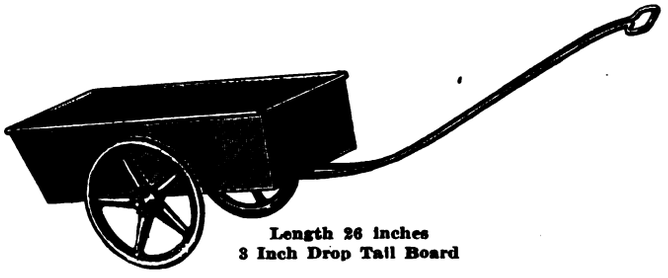
53-55-57-59-61 Falmouth Street
ATTLEBORO, MASS.

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Patents Pending in U. S. A. and Abroad



2 of Our Platoys



Length 26 inches
3 Inch Drop Tail Board

PLAPHONE—600

TRADE MARK REGISTERED
The Bell Toy Original
See our 1922 Model
Handsome enameled colors as well as Rubberoid

PLACART—700

Heavy Steel Wheels with solid turned steel hubs. Axle of large diameter. Unbreakable steel handle. Not the cheapest, but best small cart on the market. Finished in bright, attractive colors.

—and Remember

Plaline MEANS MADE Fine

THE GONG BELL MFG. CO.
East Hampton, Conn.
Bell and Toy Makers for Over Fifty Years

We'll be pleased to send Catalog 203
Tells all about our other Bell Toys and Bells

Better Than Ever
OUR WONDER LINE of 1922

GLASSWARE SETS
Our Own Design



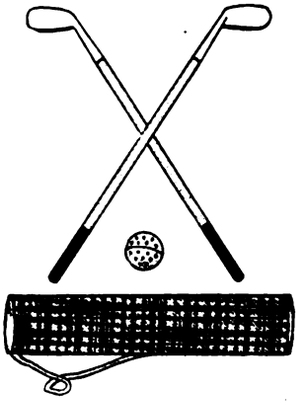
DRAWING SETS
For Practical Work

PAINTING SETS
Of the Better Kind



POLLIS SETS
Something New

NEW GAMES
Chic-Chac—Plus and Minus



GOLF SETS
Real Big Sellers

Hotel Morrison
Room 606
CHICAGO

STATLER MFG. COMPANY, Inc.
BALTIMORE, MD.

L. GOLDIE
Representative

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As Good as a Trip to Europe

See the Exhibit at Room 432 Morrison Hotel or Our Showrooms at 337 W. Madison St.

Come and See

The "Bobbed Hair" Blondes
with the mischievous eyes

And hundreds of other exclusive Dolls, Toys and Novelties

Selected on our 8-Months-Buying-Trip to Leading Toy Makers of Europe

Also complete showing of the famou educational toys

Purple Seal Playthings
(Tile Toys)

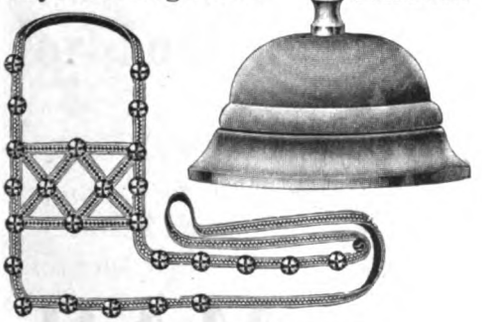
The Ernest Reich Company
(INCORPORATED)

Importers, Manufacturers and Distributors of Toys, Dolls and Novelties

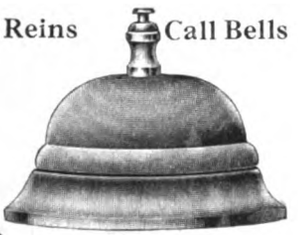
337 W. Madison St., Chicago

The N. N. HILL BRASS CO.
EAST HAMPTON, CONN.

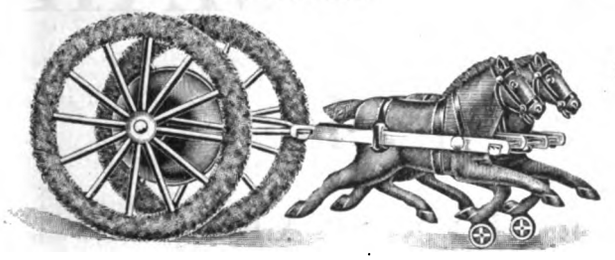
Boys' Driving Reins



Call Bells



Parlor Chimes



Bellphones

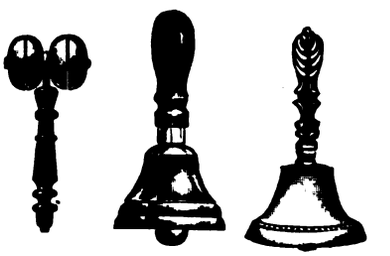


Patent Applied for

Sterling Bicycle Bells



Bell Rattles Tea Bells



Representatives: RIEMANN, SEABREY CO., 11-15 Union Square, N. Y.
GEO. P. PAINE, 718 Mission St., San Francisco, Cal.

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HERE ARE THE
BOOKS WE TOLD YOU ABOUT



Easel-back display cutout

The Grosset & Dunlap Books
FOR BOYS and GIRLS
AT 50c RETAIL

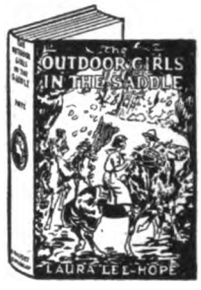


FOR BOYS AND GIRLS 8 TO 16 YEARS

THE TOM SLADE SERIES - - - -	Percy Keese Fitzhugh
THE ROY BLAKELEY BOOKS - -	Percy Keese Fitzhugh
THE TOM SWIFT SERIES - - -	Victor Appleton
THE OUTDOOR GIRLS SERIES - -	Laura Lee Hope

FOR THE VERY LITTLE FOLKS

THE BUNNY BROWN SERIES - -	Laura Lee Hope
LITTLE JACK RABBIT BOOKS - -	David Cory
THE SLEEPY TIME TALES - - -	Arthur Scott Bailey



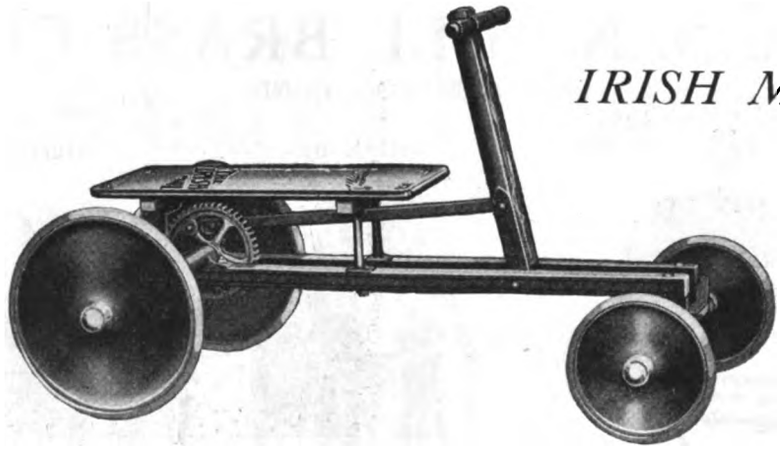
Our advertising display material is designed to help you sell books with the minimum of effort. The little animal cutouts are bound to catch the eye of any youngster, and the displays will attract the older ones,—a word or two on your part will do the rest.

YOU CAN SELL BOOKS WITH TOYS
SELL BOOKS WITH GAMES
SELL BOOKS WITH SPORT ACCESSORIES

Grosset & Dunlap, 1140 Broadway, New York

Publishers of Books That Are Easy To Sell—Delightful To Read

IRISH Mail No. 4



NOW—The IRISH MAIL
with
Disc Steel Wheels

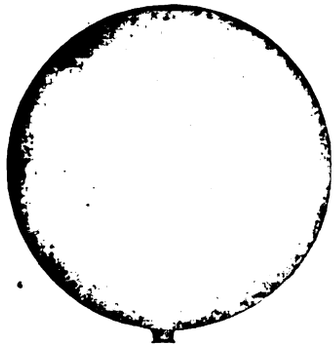
—THE UNIVERSAL HANDCAR—

HILL-STANDARD CO. ANDERSON, INDIANA

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AMERICAN TOYS

PENNY BALLOONS OF REAL VALUE



NO. 35CM
Inflates 6" Diameter

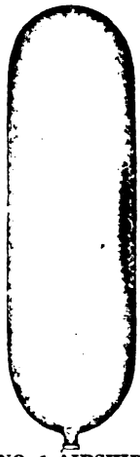
At last the kiddies can have penny balloons of a real high quality, penny balloons that will inflate to a bigger size, have brighter colors than any other toy balloon on the market and the best part of it all is the nice profit involved for you.

Just because they are one cent sellers doesn't mean you have to sacrifice any profit—there's a nice amount for you and the kiddies get real value too.

It has been a good many years since a toy balloon, the quality and size of these, has been on the market to retail for one cent. We're doing it today because we can do it, give quality, and give you an extra nice margin of profit.

A sample of each is convincing proof. They'll be gladly sent on request as will samples of any of our other sizes or styles.

Write for our new illustrated folder showing the wide variety of sizes and styles we manufacture and can furnish immediately—including the DYING PIG. Ask for Folder No. B-10.



NO. 1 AIRSHIP
Inflates 11"x3½"

The Maple City Rubber Co., Norwalk, Ohio

Western Distributors—Priesmeyer & Co., 210 Odd Fellows Bldg., St. Louis, Mo.

New York Headquarters for Toys and Novelties

Buyers of Toys or Novelties visiting the sales offices of manufacturers in this building will find unusual solicitude for their comfort and convenience. There is a thoroughness about the service more often associated with hotels than office buildings. Guests of the occupants are guests of the building.

It is this service and the convenience of finding so many sales offices under one roof that brings buyers directly to The Fifth Avenue Building.



"More than an office building"

THE FIFTH AVENUE BUILDING

Broadway and Fifth Avenue at Madison Square

NEW YORK

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SELL SONG-O-PHONES

The Ideal Outdoor Musical Toys for Spring and Summer Sales



Toy Stores throughout the country reap the full benefit of the out-of-doors season by specializing in SONG-O-PHONES.

A Display of these highly polished toy instruments will bring the Boy and Girl Scout organizations, Church, Social and Musical Clubs, and a host of other juvenile purchasers to your store.



HERE'S HOW THEY TAKE TO SONG-O-PHONES

CONSISTENT NATIONAL ADVERTISING

for years has kept SONG-O-PHONES before the people. They know them—are sold on them, but do they know YOU sell them? Assured profits await you for filling this demand.

Write Today for Prices

These People Bought Direct Because Local Dealers Could Not Supply Them

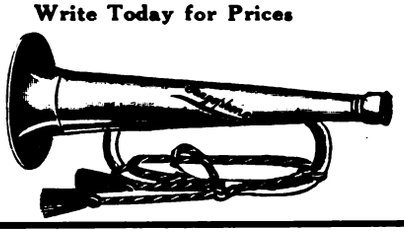
FROM A GIRLS' SCHOOL

Thank you for your prompt delivery of the SONG-O-PHONES, which arrived in perfect condition and are most satisfactory.

FROM A YOUNG WOMAN

SONG-O-PHONES received today as ordered. Greatly pleased with same.

YOU CAN PLAY IT IF YOU CAN TALK



THE SONOPHONE COMPANY

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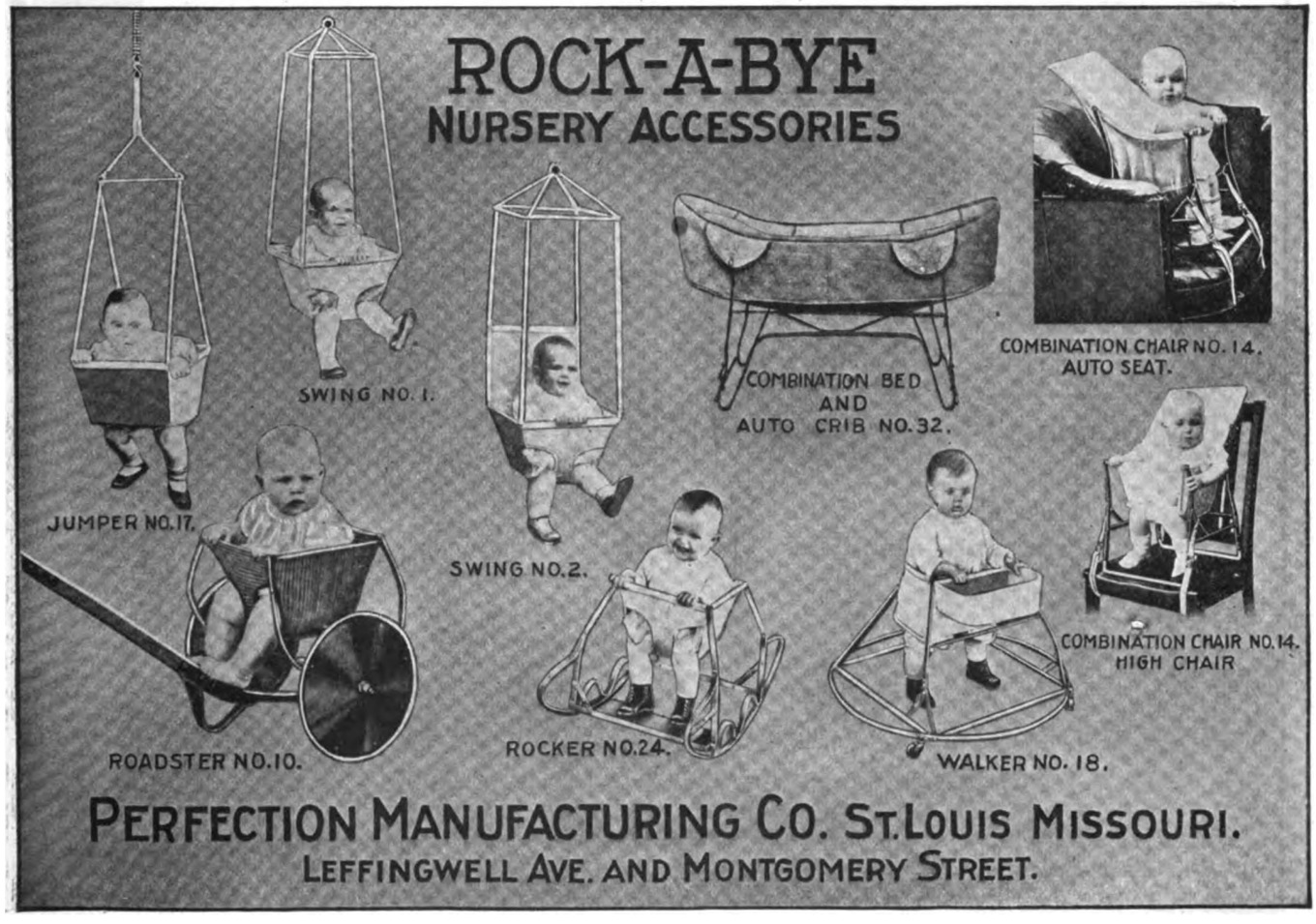
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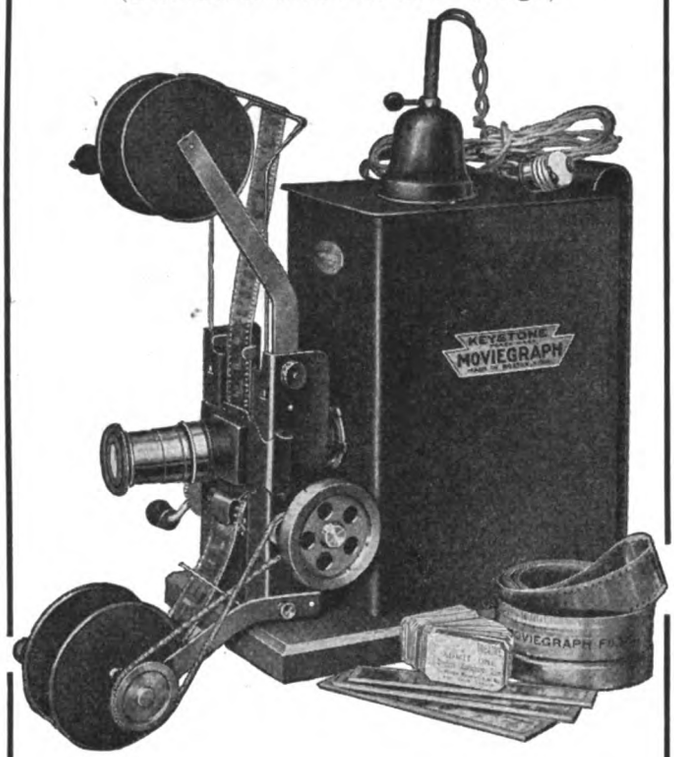
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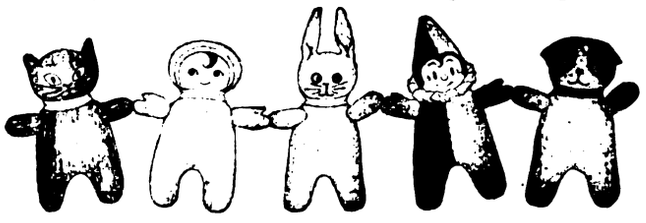
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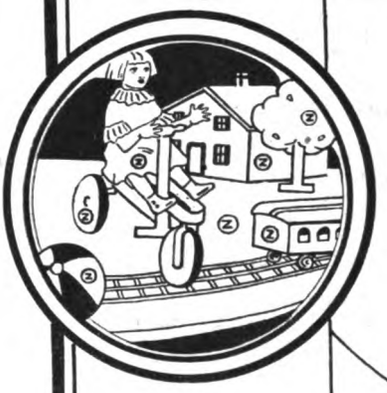
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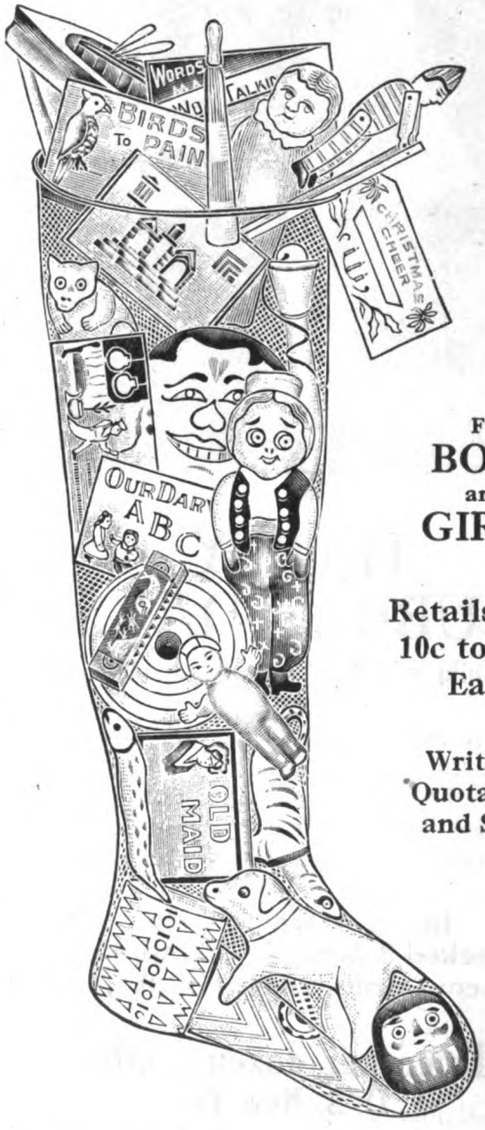
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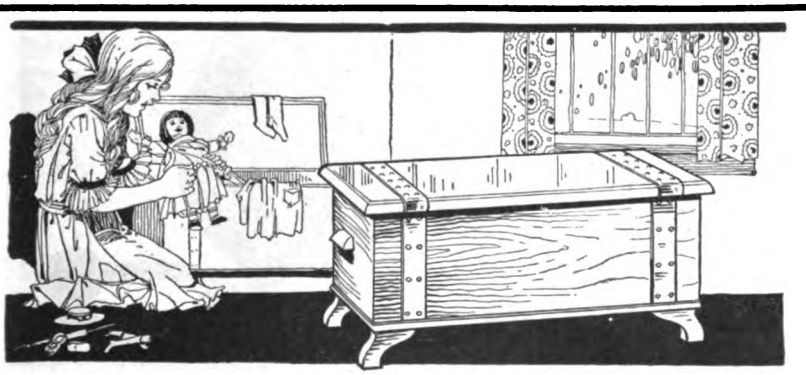
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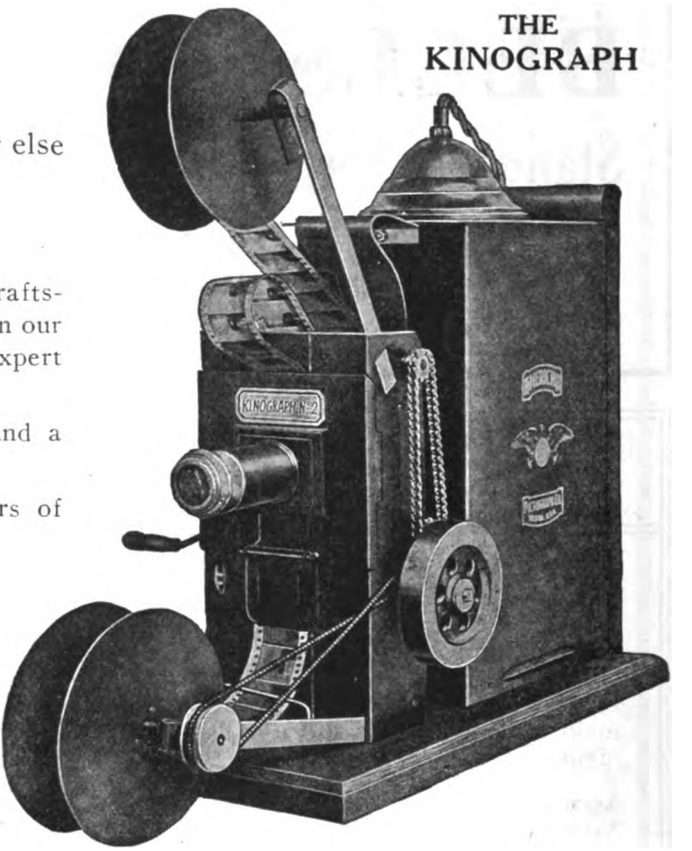
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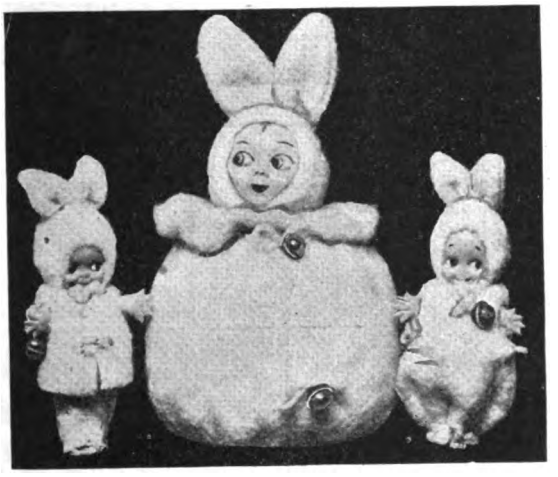
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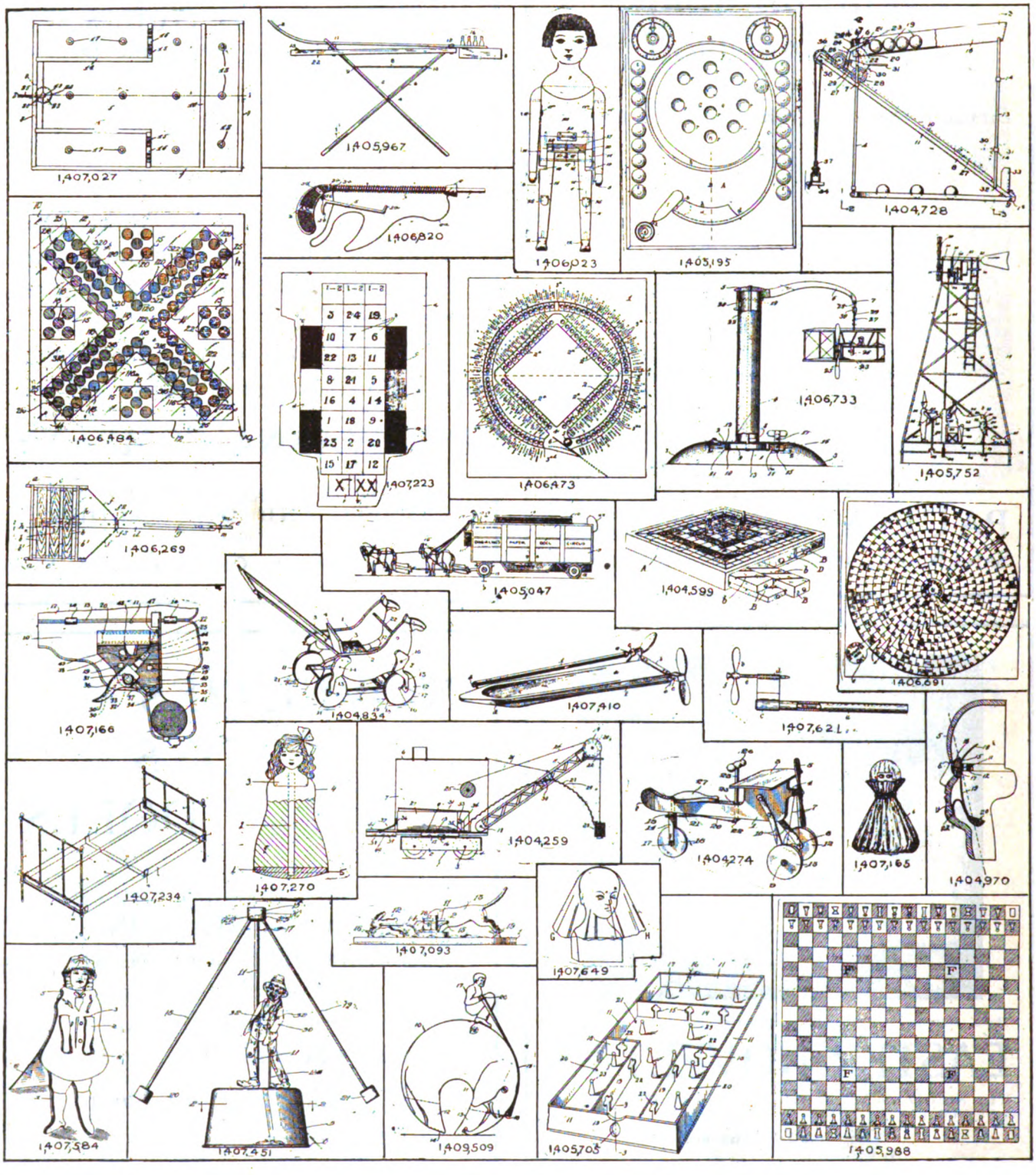
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PATENTS RECENTLY ISSUED



For description see text on following pages

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RECENTLY ISSUED PATENTS

Of Interest to Toy Dealers and Manufacturers

1,406,473. GAME APPARATUS. Clarence J. H. Miller, East Cleveland, Ohio. Filed Feb. 15, 1921. Serial No. 445,109. 1 Claim. (Cl. 46—61.)

In a game apparatus, a horizontal board provided with a continuous channel of uniform depth arranged to represent the diamond of a baseball field, and a second continuous channel of uniform depth which represents the outfield, said second channel surrounding the diamond channel and connected therewith at one angle of the diamond which corresponds to the home-plate, a series of separate ball-seats disposed in the bottoms of the channels, significant inscriptions on the face of the board corresponding to the ball-seats, the inscriptions referring to the diamond ball-seats signifying the plays which are ordinarily made on the infield, and the inscriptions corresponding to the ball-seats in the surrounding channel being indicative of the plays usually made in the outfield, and means for propelling a ball from the junction of the channels.

1,406,691. GAME. Rhodes Sewell, Banning, Ga. Filed. Mar. 26, 1921. Serial No. 455,753. 2 Claims. (Cl. 46—27.)

1. In a game a game board having a playing field made up of concentric series of spaces, there being an indicator designated on the field between one space of each series and the next succeeding space in the adjoining series, said spaces being designated from the first space in the outer series to the last space in the inner series to indicate successively the days of the year, there being designated in certain of the spaces penalties or rewards appropriate to the season of the year to which said spaces belong.

1,406,269. COASTER. Harry A. Mazer, Philadelphia, Pa. Filed Nov. 15, 1920. Serial No. 424,167. 1 Claim. (Cl. 280—16.)

In a coaster, a tongue having a vertical pivot at the forward end thereof, a single traction member carried by the pivot beneath the tongue, a steering handle connected to the traction member forwardly of the pivot and the tongue, a platform or seat, traction members fixed to the opposite sides of said seat, means attaching the rear end of the tongue flatly against the underside of the platform substantially midway between the last named traction members for permitting longitudinal adjustment of the tongue forwardly or rearwardly relative to the platform, and diagonal foot-rest-forming braces having their rear ends secured to the forward ends of said last named traction members and their forward ends adjustably attached to the tongue forwardly of the seat for permitting adjustment of the tongue while maintaining the portion of the braces with the seat.

1,405,967. GAME APPARATUS. Frank P. Cawley, Pittsburgh, Pa. Filed Jan. 28, 1920. Serial No. 354,542. 1 Claim. (Cl. 46—61.)

A game apparatus comprising a foldable frame having adjustable flexible supporting members, a bowling board mounted on said frame and having a flat forward end and an upwardly curved rear end, a rectangular receptacle constituting a pin receiver secured to the lower face of flat forward end of said board and projecting forwardly from and of greater width than said flat forward end, a runway carried by and spaced from one side of the board and extended from the receiver towards the curved end, and pins adapted to be mounted on the flat end and adapted to be dislodged by a projectile bowled on said board.

1,405,988. GAME. Verner E. Erwin, Lima, Ohio. Filed Feb. 25, 1921. Serial No. 447,652. 2 Claims. (Cl. 46—21.)

1. A game apparatus comprising a oheckered board having a plurality of parallel rows of squares of sixteen squares each, the board being further marked to define a large central square, the corners of which represent "Forts," two sets of game pieces representing and symbolizing persons and things utilized in actual war, each set including sixteen pieces of different representations arranged on a straight line across one side of the board with each piece occupying a space, and the remaining sixteen pieces having a given representation and initially arranged to occupy the next parallel row.

1,405,752. TOY. Lawrence Burke, Jr., Rock Island, Ill. Filed Dec. 4, 1920. Serial No. 428,235. 2 Claims. (Cl. 46—40.)

1. A toy windmill comprising a base, a frame mounted thereon, a platform mounted on the frame, a spring motor carried by said platform, a wind wheel operated by said spring motor and constituting a governor, a plurality of figures mounted on said base, and means connecting said motor to said figures.

1,405,705. GAME. Henry E. Ankener and Lawrence A. Demarco, Baltimore, Md. Filed Mar. 12, 1921. Serial No. 451,917. 1 Claim. (Cl. 46—61.)

A game comprising the combination with a game board having a playing surface surrounded by a retaining flange, of movable pieces disposable upon the playing surface at selected locations, and a spinning top adapted to be spun upon and travel over the playing surface for knocking over the pieces thereon, the top including a spindle body adapted to have string wrapped thereabout and further including a disk member located intermediate the ends of the spindle, one end of the board being provided with retaining means for initially holding the top and being provided with an opening through which the string may be pulled, said retaining means comprising vertically spaced blocks secured upon the flange above and below the opening therein and provided with notches for the reception of the top spindle, the board being provided with a depression below and aligning with said notches for receiving the lower end of the spindle, said end wall of the board having its upper edge cut away whereby the upper end of the spindle will extend thereabove for engagement by a finger.

1,406,023. WALKING DOLL. Umekichi Ito, New York, N. Y. Filed Mar. 19, 1921. Serial No. 453,612. 5 Claims. (Cl. 46—40.)

1. A doll comprising a body portion, a U-shaped frame mounted on said body portion, legs pivoted to the depending portions of said frame, a pin depending from the bight of said frame, pins extending from the upper ends of said legs, and a lever pivotally mounted on the first said pin and loosely engaging the pins of said legs.

1,405,047. TOY CIRCUS. Louis M. Latta, Indianola, Iowa. Filed Mar. 8, 1921. Serial No. 450,524. 3 Claims. (Cl. 46—40.)

1. A substantially flat blank cut and marked to simulate one side of a vehicle, said blank having an extension at its upper end, and a cover member for said blank, said cover member embodying a substantially flat sheet adapted to contact with the major portion of the front face of the blank, said cover member having a yoke integral with its upper end and folded longitudinally thereon, said yoke having a slot to receive the extension whereby the cover member is held against longitudinal displacement when placed upon the blank.

1,404,970. TILTING MECHANISM FOR DOLLS' EYES. Warren G. Kellow, Los Angeles, Calif. Filed Mar. 22, 1919. Serial No. 284,444. 4 Claims. (Cl. 46—40.)

1. In combination with a doll's head having eye openings therein, of an eye tilting mechanism pivotally mounted within said head, a pair of eyes carried by said mechanism and registering with the eye openings of the doll's head, a weighted arm connected to said tilting mechanism for actuating the same on a movement of the doll from one position to another, and means to adjust said actuating arm, whereby to prevent a movement of said arm until a desired inclination of the doll has been reached on its movement from a vertical to a horizontal position.

1,404,834. ROCKING CARRIAGE. Norbert Chapdelaine, Montreal, Quebec, Canada, assignor to Allan Angus Magee, Montreal, Quebec, Canada. Filed Dec. 9, 1920. Serial No. 429,528. 4 Claims. (Cl. 280—47.)

1. In a rocking carriage, a body formed of seat and sides, a truck formed of running gear and frame and legs forming supports from the body and so attached to the wheels as to impart a rocking and impelling movement to the carriage in a swinging arcual motion with the rear axle as the centre.

1,404,728. MECHANICAL TOY. Benjamin F. Bain, Pittsburgh, Pa. Filed Mar. 14, 1919. Serial No. 282,686. 3 Claims. (Cl. 46—37.)

1. In a mechanical toy, the combination of a pair of vertically-disposed uprights, an elevated inclined trough for ponderous bodies connected at its opposite ends to said uprights and having a discharge outlet for said bodies, an inclined track extending beneath said trough and leading downwardly from the discharge outlet thereof, a car movable on said inclined track and provided with a pivoted horizontally-disposed stirrup, means automatically actuated by the car for delivering the ponderous bodies individually to the stirrup on said car in the upper position of the car, means for raising the stirrup to discharge the ponderous bodies from the car at the point in its downward travel, a cord connected to the car, a guide pulley for the cord at the upper end of the inclined track, and a freely suspended counter-weight on said cord.

1,405,195. GAME OF NINE. John H. Fitzpatrick, Peekskill, N. Y. Filed Feb. 15, 1921. Serial No. 445,147. 2 Claims. (Cl. 46—61.)

1. The combination in a game board comprising a base,

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a raised flange upon the base in the form of a figure 9, the end of the loop of the 9 separated from the rim of the 9, the enclosure within the loop of the 9 having an elongated depression the depression elongated and deepened in the direction of the limb of the 9, the depression beginning at a distance along the flange a little distance less than half the diameter of the balls used, a horizontally projecting flange on the end of the limb of the 9, recesses in the depression, a club for striking the ball, a stud in the base, a collar on the stud connected with the said club, a retractile spring acting upon the collar, and a thumb-nut on the stud.

1,404,599. APPARATUS OR APPLIANCE FOR USE IN PLAYING A GAME OF SKILL. Charles Frederick Glenny, South Kensington, London, England. Filed Nov. 2, 1921. Serial No. 512,340. 5 Claims. (Cl. 46—63.)

1. Boxing game apparatus comprising a board divided into squares and a series of zones one within the other, movable figures to represent boxers adapted to be moved from one square to another according to the rules of the game, the moves being governed by the playing of direction cards.

1,407,093. TOY. George E. Smith, Hudson, Colo. Filed June 17, 1920. Serial No. 389,625. 2 Claims. (Cl. 46—40.)

1. In a device of the class described, a base member, a member rotatable with respect thereto, means for rotating the member, an arm extending from the member, a figure supported by the arm for movement above the base member in the rotation of the rotatable member, and a spur wheel carried by the figure in contact at its periphery with the base whereby to impart an up and down motion to the figure as the same travels over the surface of the base.

1,407,584. DOLL SUPPORT. Baron Henry Scotford, Atlantic City, N. J. Filed July 30, 1920. Serial No. 400,070. 3 claims. (Cl. 46—40.)

1. In combination, a cut-out figure doll, a cut-out garment for said doll provided with means for removably attaching it to the doll, a support for said doll, means for removably attaching said support to said doll to hold the latter in upright or substantially upright position, said support engaging the garment-attaching means to hold said means in garment attaching position, for retaining the garment in place upon the doll.

1,407,027. GAME. John W. Hall, Springfield, Mo., assignor of one-half to Martin V. Ausherman, Springfield, Mo. Filed Sept. 2, 1920. Serial No. 407,680. 1 Claim. (Cl. 46—61.)

A game apparatus including a game board, partitioning members supported by the game board, each of said partitioning members having openings formed therein and presenting abrupt corners, game pieces supported on the game board at the rear of the partitioning members and directly opposite the openings, a spinning element including a central body portion having notches formed in the periphery thereof, said spinning element adapted to pass through the openings of the partitioning members and engage the game pieces, and the walls of the notches adapted to engage the corners of the openings of the partitioning members to cause the spinning element to move in an irregular path.

1,407,223. Game. Hugh B. Rose, Redondo Beach, Calif. Filed Jan. 31, 1920. Serial No. 355,309. 1 Claim. (Cl. 46—63.)

A game of the character described combining a table board having a plurality of columns of spaces provided with designating characters arranged out of consecutive sequence with each alternate character being of one color and the intermediate characters being of a different color and a plurality of wheel cards, corresponding in designating character and color have no consecutive sequence.

1,407,621. TOY. Hohannis A. Ananian, Paterson, N. J. Filed July 3, 1920. Serial No. 393,804. 2 Claims. (Cl. 46—14.)

1. In a toy, the combination of a blow-tube, a flat strip projecting radially from the blow-tube and having one end bent around and thus gripping one end of the blow-tube, a pin arranged substantially parallel with the blow-tube, the other end of the strip being bent around and thus gripping the pin, and a vane journaled on the pin and so that its rotating blades will cut the air current issuing from the blow-tube.

1,407,234. FOLDING TOY BED. William H. Storey, Ensley, Ala., assignor of one-half to Samuel C. Matthews and one-half to Edward G. Scheuerman and John M. Fox, Ensley, Ala. Filed Apr. 11, 1921. Serial No. 460,226. 1 Claim. (Cl. 5—9.)

A toy bed comprising head and foot members, each embodying upright side posts, a top cross connecting bar, and lower cross connecting bars slightly spaced, with the ends of all cross bars immovably connected to the side posts, flat sheet metal bars extending between the side posts at opposite sides of the bed and having their ends bent into a loop formation for rotatable mounting upon the side posts between adjacent ends of the lower cross connecting bars with the bars preventing perpendicular movements of the side bars relative to the side posts, and a mattress supporting frame embodying end cross strips of flat sheet feeding thereof, means for supplying a parting strip between the shade material and one of the said rollers, and inverted U-shape formation for mounting upon the sheet metal side bars to hold the bed frame in rectangular formation.

1,407,410. TOY BOAT. Morris Hanna, New York, N. Y. Filed Aug. 30, 1920. Serial No. 406,941. 1 Claim. (Cl. 46—37.)

1. A toy boat comprising a hull, propellers mounted at one end of said hull having forwardly-extending shafts formed into hooks at their free ends, supports for said propeller-shafts extending upwardly and outwardly from the hull, whereby the shafts are supported in a plane above the top surface of the hull and above the water line of the boat, and a separate driving means for each of said propellers embodying an elastic band adapted to be twisted under tension and which extends substantially the length of the hull and secured at its ends to the front end of the hull above the water-line and propeller-shaft respectively.

1,407,451. MECHANICAL DANCING TOY. Thomas M. Vaughan, Lisbon, Ohio, assignor to Benjamin F. Bain, Pittsburgh, Pa. Filed Mar. 21, 1921. Serial No. 453,881. 3 Claims. (Cl. 46—40.)

1. A mechanical toy comprising in combination a frame, a shaft journaled in the frame, connecting means on said shaft, a pair of radially extending momentum arms on said connecting means, a cam connected to the shaft, and an oscillatable rod extending through the frame and working in conjunction with the cam, means for preventing rotation of said rod, and a figure carried by said rod, substantially as described.

1,407,649. SEAMLESS HEAD AND PART OF TOY OF FELT OR THE LIKE. Mario Franco, Turin, Italy. Filed Jan. 29, 1921. Serial No. 441,061. 1 Claim. (Cl. 18—56.)

In the manufacture of toys, such as dolls and animals, the method of moulding different toy parts from a single piece or blank of felt, leather, or similar flexible material, which consists in forming the blank into bag-shape, then coating said bag-shaped blank with an adhesive, then permitting said adhesive to dry, then softening said bag-shaped blank by the application of steam therto, and, finally, moulding the bag-shaped blank between a die and a matrix.

1,407,166. TOY PISTOL. Charles G. Palmer, Newark, N. J. Filed Mar. 2, 1921. Serial No. 449,098. 4 Claims. (Cl. 42—57.)

1. A toy pistol comprising a hollow body, a plate mounted therein, a guideway formed with said plate parallel to the pistol top and an abutment at an angle thereto formed with said plate, a spring impelled hammer slidable in said guideway contractable with said abutment, a projection on said hammer, a spring returned, manually actuated trigger having a variable fulcrum on said plate, a resilient arm carried by said trigger engageable with said projection, and means for automatically releasing said arm at the full operation of said trigger.

1,407,165. DOLL BAG. Charles Hamilton Pajeau, Evanston, Ill. Filed Aug. 25, 1920. Serial No. 405,891. 4 Claims. (Cl. 46—40.)

1. A combined doll dress and hand bag including the figure of the upper part of a doll having a base formed to seat on a supporting surface in one position, a combined bag and skirt part secured at one end about the base and spaced from the outer face of said base, said bag and skirt part being reversible so that in one position the outer face of said base forms the bottom of a bag and with the doll figure depending from the said end of the bag and skirt part, and means to close the opposite end of the bag and skirt part, said means upon reversal of the skirt and bag part forming hand engaging means to carry the bag.

1,407,270. DOLL. Karen Marie Hansen, Silkeborg, Denmark. Filed Mar. 6, 1919. Serial No. 280,887. 1 Claim. (Cl. 46—40.)

An improved doll comprising a base shaped as a section of a ball, the lower side of said base being only slightly curved, the top side of said base being plane and cylindrical along its edge, and a doll body resting upon the plane top side of the base and having its lower edge extending about the cylindrical portion of the base.

1,406,280. TOY SMALL ARM. Charles William Beiser, Brooklyn, N. Y. Filed Jan. 3, 1921. Serial No. 434,721. 7 claims. (Cl. 46—59.)

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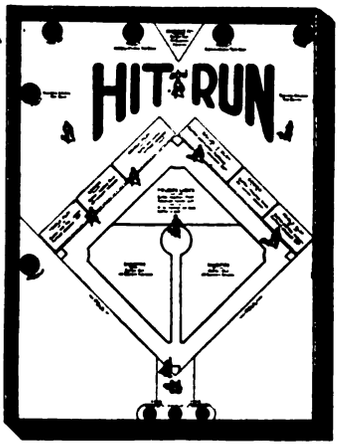
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1,406,733. TOY. Leo Hinz, Perth Amboy, N. J. Filed Sept. 2, 1920. Serial No. 407,658. 3 Claims. (Cl. 46—27.)

1. In a toy, a hollow base, a tubular member projecting from the upper face of said base, an arm rotatably mounted upon the upper end of the tubular member, a rod extending longitudinally of the tubular member, a cap carried by the rod and serving to hold the arm in place upon the upper end of the tubular member, a housing carried by the lower end of the tubular member, a spring mounted within the housing and connected at one end to the housing and at the other end to the vertical rod, and means for rotating the housing to place said spring under tension, as and for the purpose set forth.

1,406,484. CHILD'S RACING GAME. Isidor Paris, Denver, Colo. Filed Mar. 22, 1921. Serial No. 454,577. 7 Claims. (Cl. 46—63.)

1. A game board having a racing course thereon in the form of a plurality of radiating arms, there being two rows of spaces on each arm along which spaces playing pieces are adapted to be moved, said rows being connected for continuous playing around the course, said rows being arranged in pairs, the spaces of each pair being similarly colored and the different pairs being differently colored.

1,404,509. TOY. William E. Benton, San Francisco, Calif. Filed May 18, 1920. Serial No. 382,298. 6 Claims. (Cl. 46—45.)

6. A toy comprising a circular member adapted to roll along a plane surface; a manikin; means for detachably positioning said manikin upon the surface of said member; and means for temporarily holding the manikin in said position, said means acting to throw the manikin from its seat when the circular member has rolled over to cause the manikin to strike the plane surface.

1,404,254. TOY CRANE. George Zahorsky, Detroit, Mich. Filed July 17, 1920. Serial No. 397,013. 10 Claims. (Cl. 46—49.)

1. In a toy crane, the combination with a housing, of a hoist arm mounted thereon, an electro-magnet adapted to be carried by said arm, and a battery within said housing and adapted to be electrically connected to said electro-magnet.

1,404,274. VELOCIPEDE. Leonard J. Cooper, Springville, N. Y. Filed June 10, 1919. Serial No. 303,067. 1 Claim. (Cl. 208—165.)

A toy vehicle comprising a flat elongated body, an upwardly extending enlargement formed on the upper surface of the body at the forward end thereof, a flat plate secured directly to the upper surface of the enlargement and extending laterally from the opposite sides thereof, depending forwardly projecting brackets secured to the opposite sides of the body at the forward end thereof, an axle rotatably supported by the lower ends of the brackets, supporting wheels secured to the terminals of the axle, a spool mounted on the axle intermediate the wheels, a forwardly projecting extension formed on the forward edge of the enlargement, a propeller rotatably mounted on said extension, a spool formed directly on the propeller, flexible driving means operatively connecting the spools together, and a steering wheel supported by the rear end of the body.

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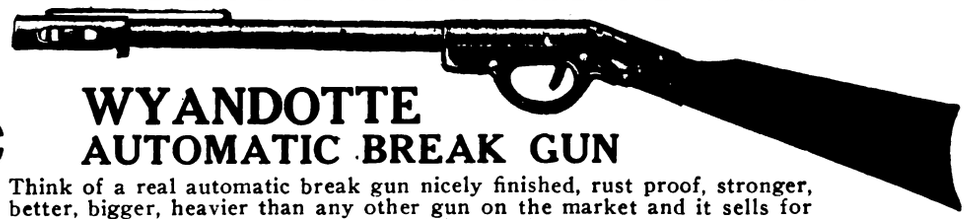
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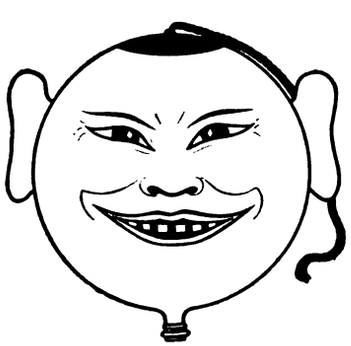
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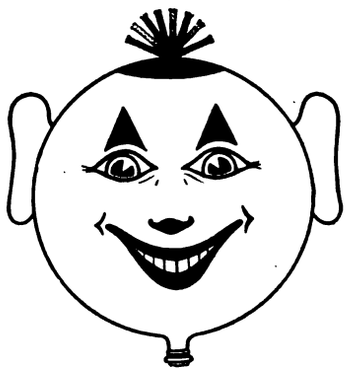
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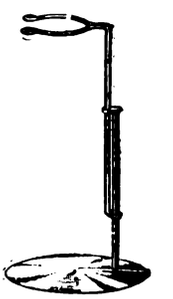
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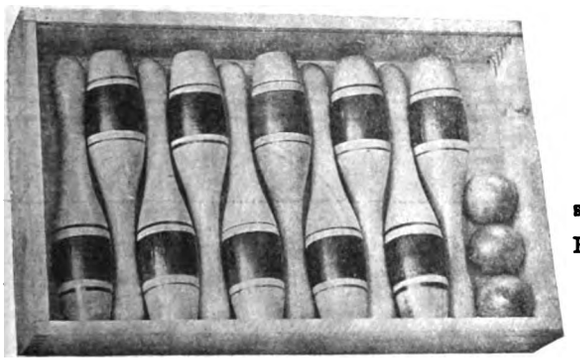
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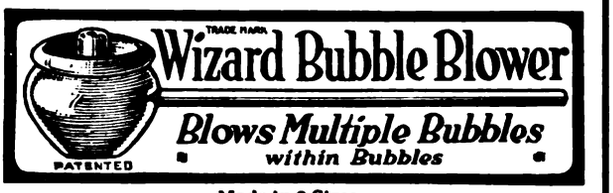
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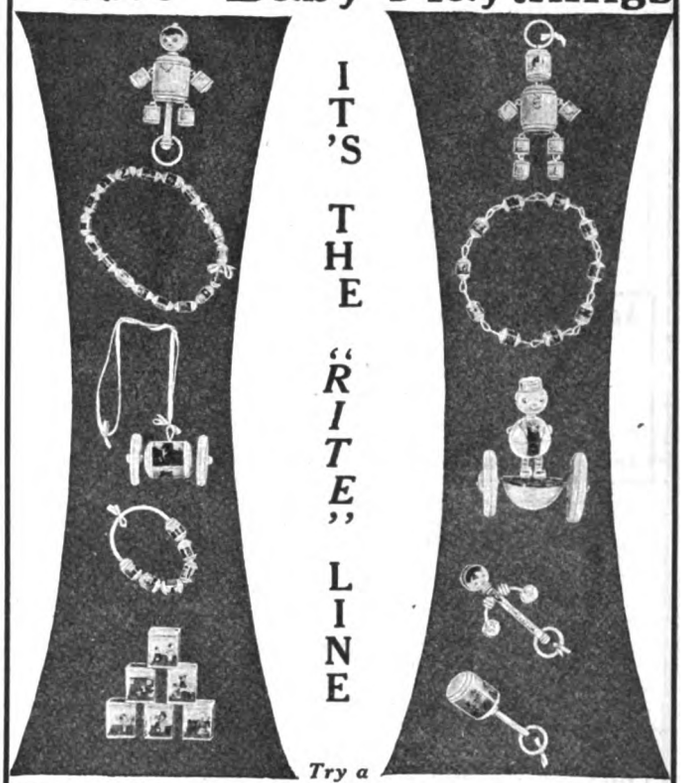


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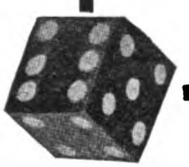
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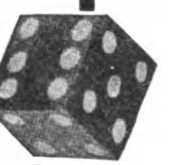


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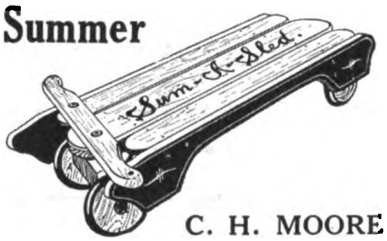
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MINIATURE RAILWAYS

Dogs of war feed on bones of contention.—*Greenville Piedmont.*

Another grandson has been born to the ex-kaiser of Germany. We congratulate the little fellow on his pluck.—*Punch (London).*

If there are any saloons left in New York, you can't describe them as "the poor man's club."—*New York Morning Telegraph.*

If the United States agrees to disarm, provisions should be made for the retention of enough marines to guard our mail trains.—*Nashville Southern Lumberman.*

If a four-Power agreement will keep the peace of the Pacific, why will not the fifty-one-Power agreement of the League of Nations keep the peace of the world?—*Philadelphia Record.*

While business is on the up-grade, a lot of sand is needed to keep the wheels from slipping.—*Columbia Record.*

China wants to run her own post-office, and that ought to make her forget some of her other troubles.—*Columbia Record.*

There was one good thing about old Dobbin. You didn't have to haul corn to town to swap for something to run him with.—*Buffalo Evening News.*

Now let us have a series of one-Power treaties, each Power agreeing with itself to behave as it thinks the rest ought to behave.—*New York Evening Post.*

Somebody ought to frame up a separate peace between the Friends of Irish Freedom and friends of the Irish Free State.—*New York Morning Telegraph.*

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IT SHOOTS THE HARMLESS RUBBER-TIPPED ARROW



Beautiful in Design and Finish of Stock
Will Shoot a Long Distance With Accuracy

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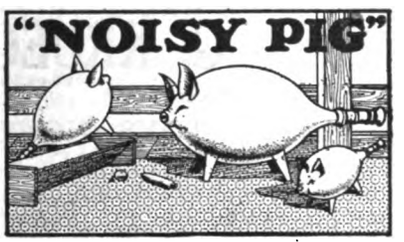
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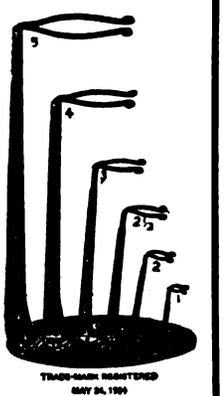
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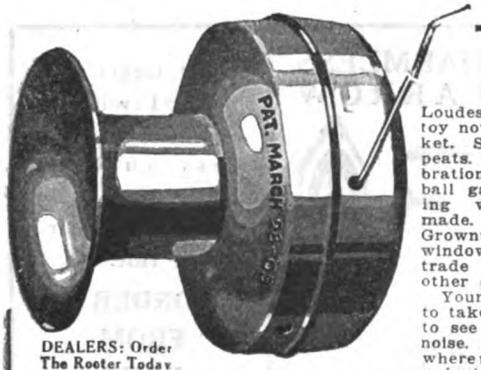
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OF
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The Irish Free State already has two emblems of sovereignty: a flag and some outstanding bonds.—*Kansas City Star.*

The straw that disvertebrates the camel's back's
The last instalment of the income tax.—*New York Evening Post.*

If they must have an American as king of Albania, why not choose a baseball upmire? He ought to be able to stand anything.—*New York Evening Mail.*

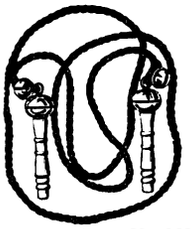
The coal miners want more money. The operators want more money. The dealers want more money. What will the consumers who want coal have to have? Correct.—*Detroit News.*

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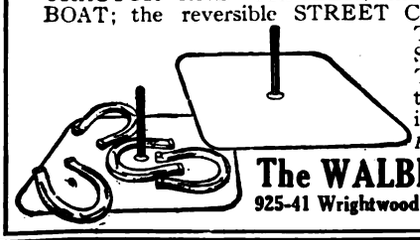
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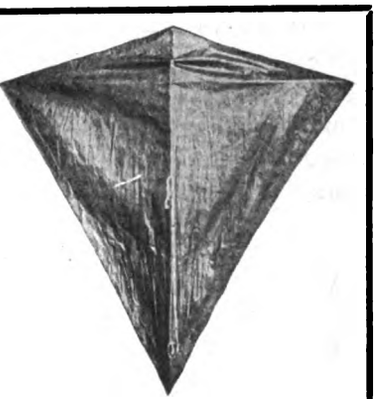


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I am looking for manufacturer to manufacture and market game. Baseball for all. Can be played on any table. A game for young and old. Combination baseball and put and take. Made of card board and small brass top. Royalty or will sell outright. Pat. Nov. 22, 1921. Harry T. Clayton, 4162 N. Franklin St., Philadelphia, Pa.

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A Faux Pas

At Southern railway stations it is the custom of darkies to sell chicken patties and other delicacies to passengers. A passenger who had enjoyed a patty and was leaning out of the window to buy another, asked of the dusky salesman:

"Where do you get your chicken?"

The darky rolled his eyes. "You-all f'om de No'th, aint' you, sah?" he queried.

"Yes," was the reply. "But why do you ask that?"

"Case, sah! No gem'l'm'n f'om de South eber asks a nigger whar he gits his chicken."—*The Argonaut* (San Francisco).

We Never Get This Kind

A subscriber writes to the Anthony *Republican* as follows: "Don't send us your paper any more. We ain't taking any papers now or we would take yours. But we don't want none at the present time. The *Republican* is a awful good paper but we can't take no paper now, so please stop your paper. We'll take your paper again when we can take a paper. Don't send it no more."

The substance Toronto Kelley makes out of the foregoing is that the man evidently wants his paper discontinued.—*From a clipping sent in by an ex-subscriber.*

Ditty of the Dear Due Dollar

An ditor has been inspired, after looking over his list of delinquent subscribers, to compose the following: "How dear to our heart is the old silver dollar, when some kind subscriber presents it to view; the Liberty head without necktie or collar, and all the strange things which to us seem so new; the widespreading eagle, the arrows below it, the stars and the words with the strange things they tell; the coin of our fathers, we're glad that we know it, for some time or other 'twill come in right well; the spread-eagle dollar, the star-spangled dollar, the old silver dollar we all love so well."—*The Troy Times.*



REYNOLDS CATNIP MOUSE

$11.60 profit in every gross

CAT-chy NOVELTY—STEADY REPEATER
Makes every cat and kitten playful and healthful. Cloth mouse filled with catnip. Ideal attraction for window display. Mice packed in display boxes. Retail 15c. Price $10 gross. Order a gross for your window and see how fast they go.

THE H. B. REYNOLDS MFG. CO., Box 8, MT. VERNON, OHIO

Business Brothers

President Neilson of Smith College was making a rather tedious journey and was glad when the man who had the seat in front of his turned around and began a conversation. The man proved to be a traveling salesman and took it for granted that Dr. Neilson was another. "What's your line?" he asked. "Mine's skirts." "Well, so is mine," said the president of Smith.—*New York Evening Post.*

The Advantages of Thrift

"If a man had put a hundred dollars in a savings bank twenty years ago," said the statistician after dinner, "it would amount to over two hundred dollars now, and he could buy almost as much for it now as he could have got for the original hundred at the time he began to save."—*New York Sun.*

Never Mind the Corridors

"Your name," exclaimed the admiring constituent, "will echo down the corridors of time."

"I don't demand that much," said Senator Sorghum, much affected. "All I ask is that my services may be considered sufficiently worthy to keep my name mentioned in the various political conventions."—*Washington Star.*

Oratorical Precaution

"You always have a very convincing way of speaking."

"I generally ascertain the views of my auditors and then fall in line as closely as possible," confided Senator Sorghum. "In that way I have 'em convinced before I start."—*Washington Star.*

Few and Small

"I understand your cook has left."

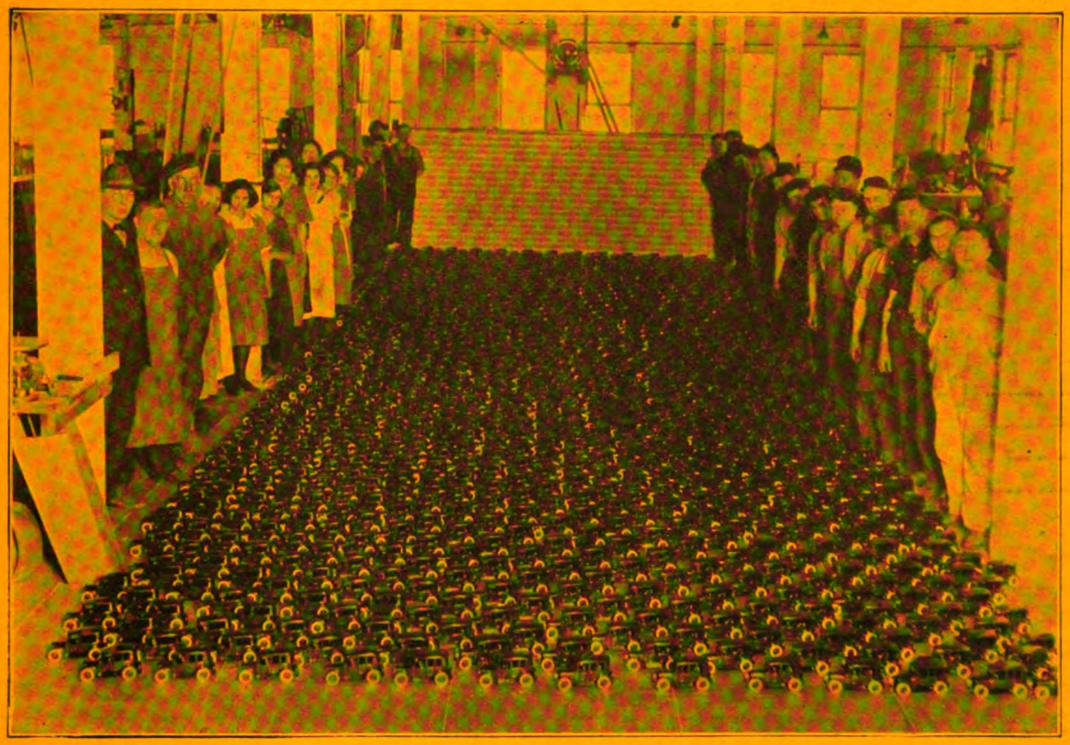
"Yes," answered the housewife, who was taking account of broken china, "but not much."—*Washington Star.*

All Clear Now

A professor says that sedentary work tends to lessen the endurance. In other words, the more one sits the less one can stand.—*Boston Transcript.*

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We're Running a Race With Henry Ford!



Here is the proof! An actual photograph of ten hundred and fifty Toy Yellow Cabs*—just about one half a day's output. And the orders are pouring in—more every day.

This cab has taken a permanent place in the toy field, together with toy engines and boats.

Hotels and department stores have been quick to see its money-making possibilities. Many are selling over a gross a day.

How many are you selling?

Stock up—and watch them go like hot cakes in January!

Cast iron, steel axles, 9¼ inches over all, spare wheel on rear, 6 inch wheelbase, removable iron chauffeur—no clockwork—nothing to get out of order—weight, each 3⅝ lbs. Boxed separately.



Your jobber will supply you.

Arcade Mfg. Co.

FREEPORT, ILLINOIS
Novelty Dept.

Manufacturers for forty years of the famous Arcade Crystal Coffee Mills and the Arcade line of cast iron toys.

* Trade Mark, Patents Pending

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Bradley's

THE WORLD'S BEST GAMES

MORE POWER

The earnest ambition of every dealer is to exchange the merchandise on his shelves for money to drop into his cash drawer. The greatest power to expedite such an exchange is national advertising.

Bradley advertising in the past years has proven itself a tremendous force in bringing good customers to every dealer in Bradley Games. This advertisement is

An Early Announcement To Early Buyers

that more advertising power will be devoted to moving Bradley Games this year than ever before. The Bradley advertising for 1922 constitutes the greatest campaign ever attempted by a manufacturer of games. The list of publications used will reach every magazine reading home in the United States, bringing Bradley Games before prospective customers in every walk of life and in every locality.







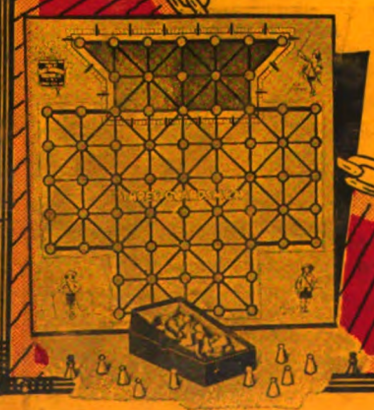




MILTON BRADLEY COMPANY
SPRINGFIELD, MASS.

New York Office: 221 Fourth Ave.
"On the Subway—One block from Broadway"

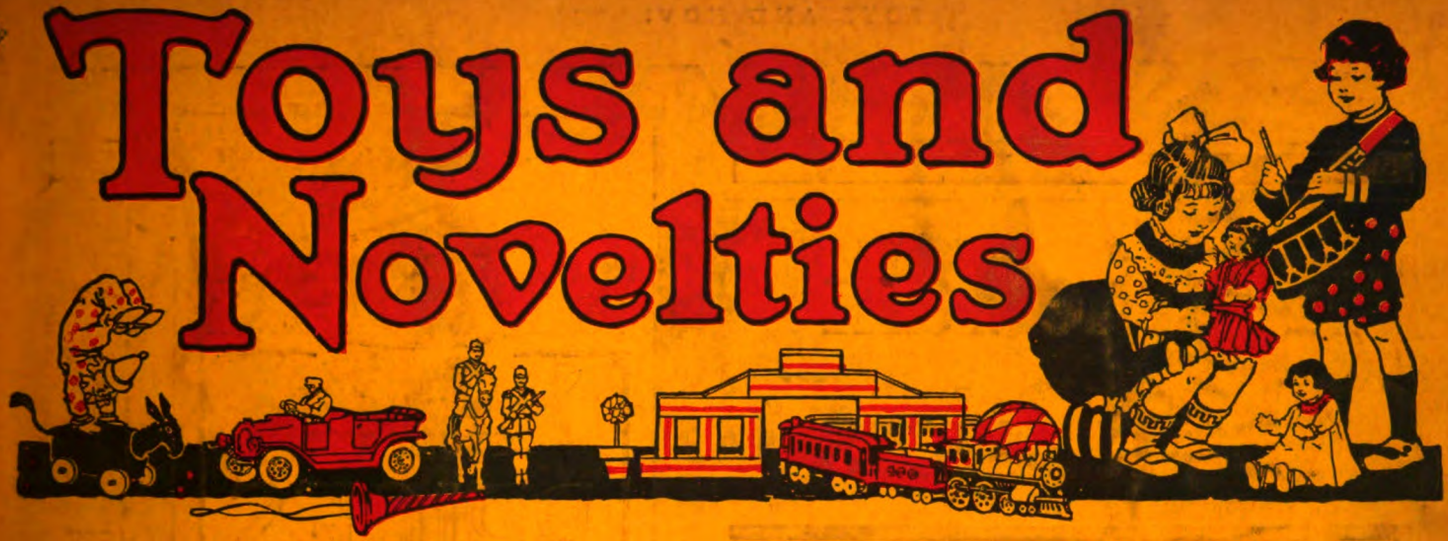






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Toys and Novelties



Published monthly at 215 So. Market St., Chicago, Illinois. $2.00 a year in U. S. A.; $2.50 in Canada; $3.50 in foreign countries.
Entered as second-class matter, December 21, 1914, at the postoffice at Chicago, Illinois, under the act of March 3, 1879.

VOL. 19 | CHICAGO, APRIL, 1922 | No. 4

Bradley's
THE WORLD'S BEST GAMES

The Horn of Plenty—

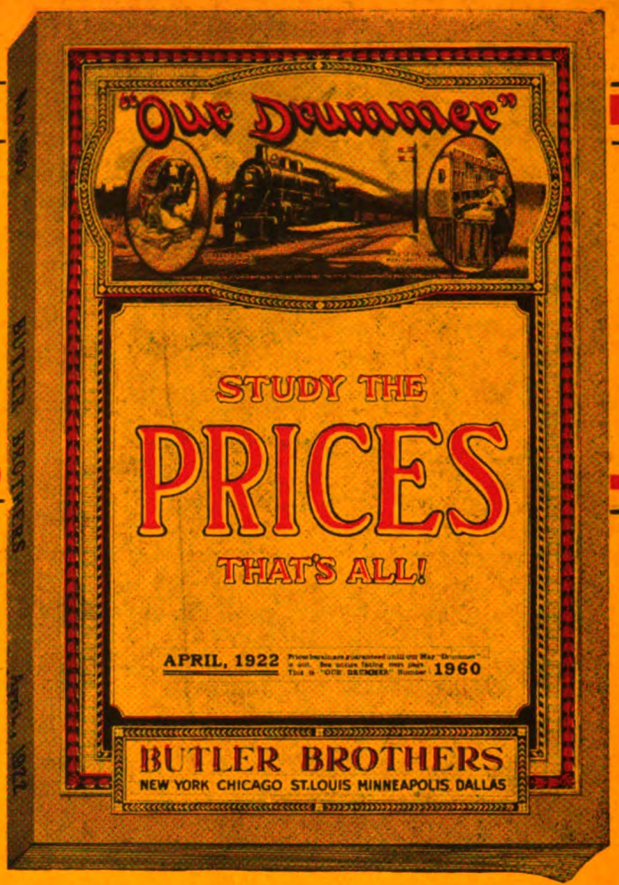
Plenty of experience—
Plenty of quality—
Plenty of variety—
Plenty of playing interest—
Plenty of profit for the dealer—
Plenty of advertising to help sales—

These are the plentiful features which have made BRADLEY GAMES the favorites with those who play them and those who sell them. They meet every demand of the game-buying public.

Pirate and Traveler
Vane Fogomachy or War of Words
SPOOF The Cheer Up Game
Uncle Wiggly Game
RUMME and Ten Other Good Games

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A Little Talk About Prices



PRICES are sometimes more eloquent than words.

For instance—

The **net** prices in "Our Drummer" Catalogue.

Did you ever read between the lines the story they tell?

Of the vast enterprise that makes them possible?

Of the tremendous power that is thrown behind the purchase of an item for the combined orders of 5 big houses?

Of the mighty influence of such buying on the market?

And the benefits that are passed on to you in the form of lower costs?

We do not claim to be lower on every article we offer for sale—that would be sheerest folly.

But we do claim that a fair comparison right through our lines—item for item, quantity for quantity, and grade for grade—will prove that

Our prices are lower on the average than any other wholesaler in America.

We do not ask you to believe this just because we say it.

But we do ask you—we urge you—to reach for your April copy of "Our Drummer" right now.

And **study the prices.**

That's all!

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK CHICAGO ST. LOUIS MINNEAPOLIS DALLAS

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The PARKER GAMES

The Largest Selling and Most Famous Games in the World

Ping-Pong. Pollyanna. Rook. Pit. Flinch. Sunny Monday. Cow's-in-the-Corn. Whirlpool. Five Wise Birds. etc., etc.



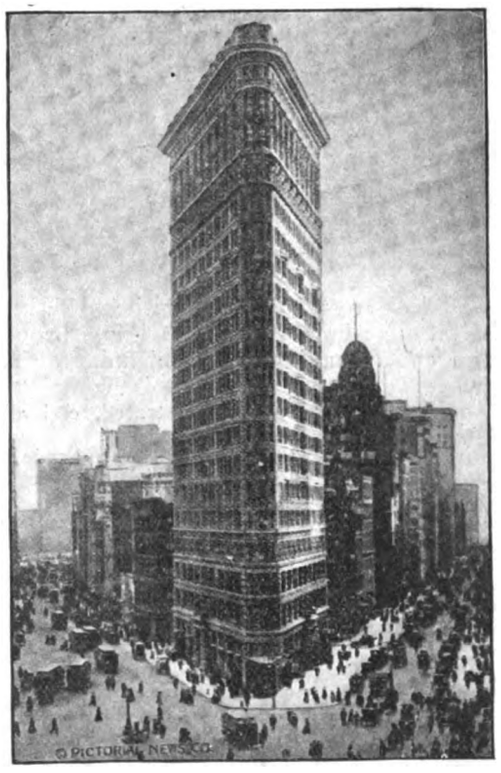
POLLYANNA



HEARTS DICE



PIT



OUR PERMANENT SALESROOMS
FLATIRON BUILDING, NEW YORK



SUNNY MONDAY



PING-PONG



ROOK

PARKER BROTHERS, INC.

FLATIRON BUILDING. NEW YORK SALEM. MASS.

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White's Kiddie Family Album



Kiddie-Kar
SPECIAL

Born January 1st, 1921
Going stronger than ever in the second year.

That the Kiddie-Kar still dominates the field, in spite of over a hundred imitations since 1915, is striking proof that its invention was an epoch-making accomplishment. Today, no toy or juvenile wheel goods department is complete without it.

The Kiddie-Kar SPECIAL, above illustrated, embodies certain refinements of striking merit.

Equipped with double disc steel wheels, high grade roller bearings and over-size rubber tires, it is superbly finished throughout and gives the Kiddie-Kar line a still wider appeal.

H. C. WHITE CO., North Bennington, Vt.
New York Sales Office - Fifth Avenue Building

KIDDIE

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White's Kiddie Family Album



Kiddie-KarT
SPECIAL

Born January 1st, 1922
Husky, and already a popular member of the Kiddie Family

A Quality Wagon at a Quantity Price

List Price $7.50 Size of Box 32x13" Wheels 8¼" Tires ¾"

Big, heavy roller bearings—new roller friction brake—bigger and heavier throughout—these, in addition to the same features which made for the remarkable success in 1921 of the Kiddie-Kart SPECIAL line of Play Wagons, insure this newcomer a wide and lasting popularity.

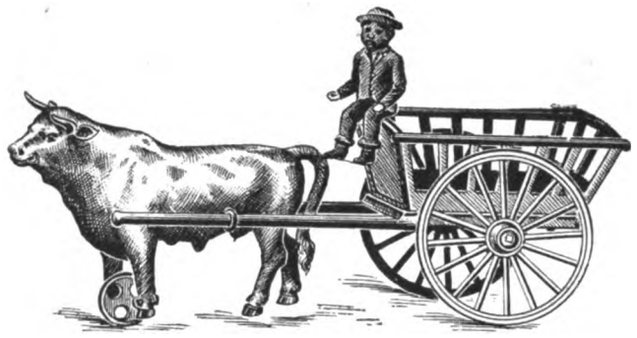
The members of the Kiddie Family of Juvenile Vehicles are:

Kiddie-Kar Regular	Kiddie-KarT Special	*Kiddie-KarT No. 305**
Kiddie-Kar Special	Kiddie-Koaster	*Kiddie-Scooter**
Kiddie-KarT Regular	*Kiddie-Pedal-Kar**	*Kiddie-Road-Ripper**

*NEW THIS SEASON

FAMILY

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Attract New Faces To Your Store!

To accomplish this, your toys must command attention by their attractiveness.

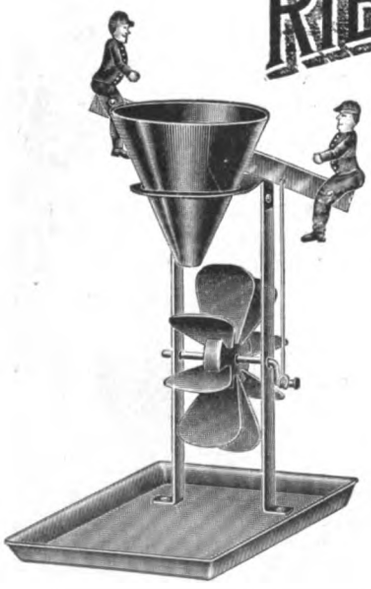
They must be of superior quality and workmanship. They must actually be everything they outwardly appear to be.

If your volume of sales is not the maximum obtainable, your product is not a real live one.

There is no profit in slow-sellers. Turnovers are better than leftovers!

Examine your stock now! Get rid of any "dead-wood" by buying rapidly-moving toys!

Our toys have attracted the majority of buyers to our New York and Chicago Exhibits. They will, likewise, *attract new faces to your store!*



RIEMANN, SEABREY CO.

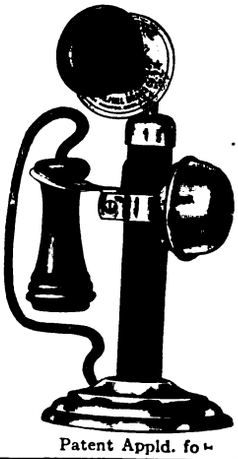
DIRECT FACTORY REPRESENTATIVES

11-15 Union Square West, New York City

"The Home of American Toys"

—— Representing ——

Kingsbury Mfg. Co.
Kenton Hardware Co.
Whitney Reed Corp.
Noble & Cooley Co.
Mason & Parker Mfg. Co.
Whitney Bros. Co.
Commercial Mfg. & Pattern Wks.
N. N. Hill Brass Co.
Grey Iron Casting Co.
Atascadero Toy & Doll Factory, Inc.
Watrous Mfg. Co.
J. & E. Stevens Co.
Lindstrom Tool & Toy Co.
Nonpareil Toy & Nov. Co.
Roy Brothers
Geo. W. Morris
A. S. Payne, Inc.
S. A. Smith Mfg. Co.
Standard Tank & Seat Co.
Ideal Nov. & Toy Co.



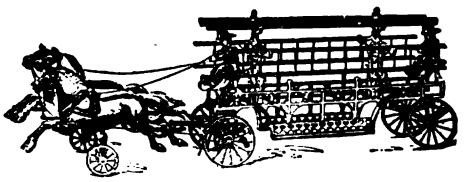
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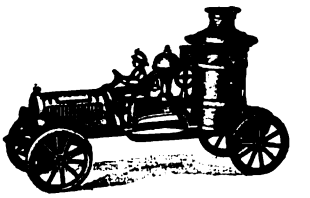
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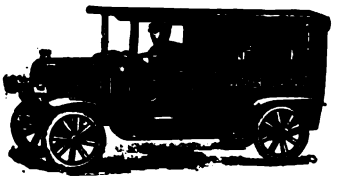
"KENTONTOYS"

500 NUMBERS



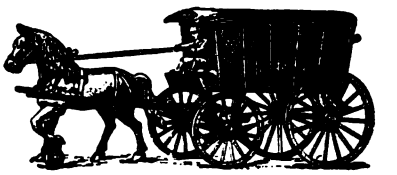


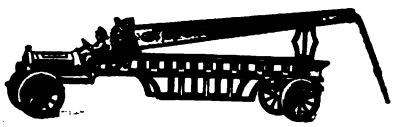




Business Is Better Let's Go!

SAFES
BANKS
TRAINS
RANGES
SAD IRONS
GAS STOVES
WHEEL TOYS
CAP PISTOLS
AUTOMOBILE TOYS
FIRE DEPARTMENTS
BLANK CARTRIDGE PISTOLS

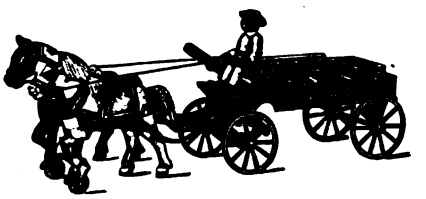


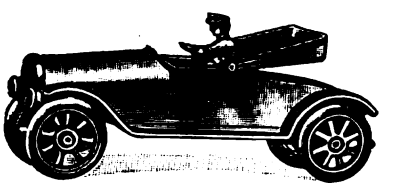














THE KENTON HARDWARE CO.

KENTON, OHIO

Office and Salesmen for the United States and Canada:
RIEMANN, SEABREY CO.
11-15 Union Square West, New York City

AMERICAN TOYS

Export Office and Salesmen:
THE UNITED MFRS. CO.
365 West 23rd Street, New York City

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Kingsbury Toys



MECHANICAL FLOOR TRAIN

A novel new train which does not require a track; it runs on the floor anywhere. The powerful locomotive will run 100 feet at a winding and will easily draw one, two or three cars. The train is unusually well made of heavy material and will stand up under long hard usage. The locomotive wheels have a rim of rubber vulcanized on, which gives it exceptional traction and makes it very quiet running.

No. 792 LOCOMOTIVE AND TENDER.
No. 7921 LOCOMOTIVE, ONE COACH.
No. 7922 LOCOMOTIVE, TWO COACHES.
No. 7923 LOCOMOTIVE, THREE COACHES.

"The Finest Line of Automobile Toys in America"

Kingsbury Manufacturing Co.
KEENE, N. H.

New York Office and Salesroom: 11-15 Union Square West, New York
Represented by Riemann, Seabrey Co.

KINGSBURY KEENE NEW HAMPSHIRE

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ADVENTURES OF DOLLY DUMPLING

A Voice in the Night!



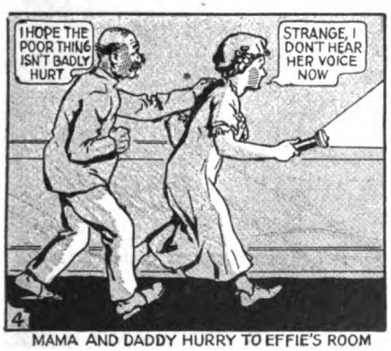
EFFIE AND DOLLY DUMPLING GO OFF TO SLEEP



WITH FAITHFUL WOOF AT THEIR FEET



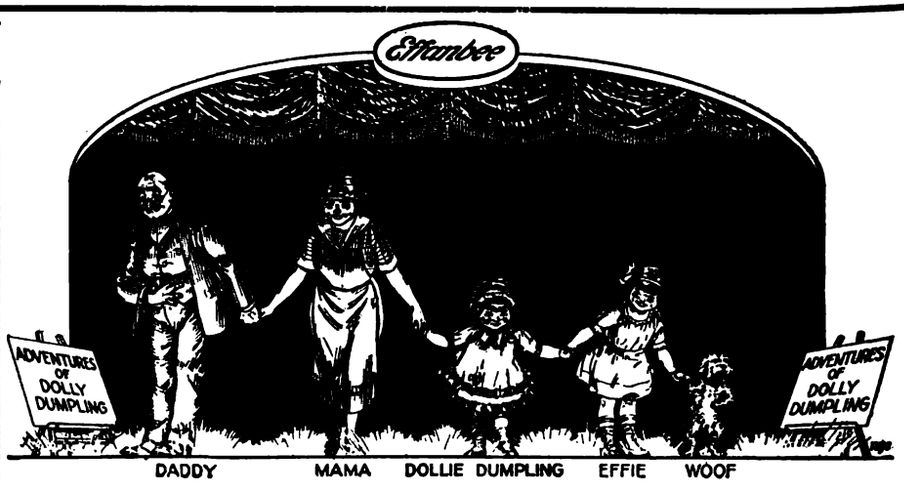
MAMA IS SUDDENLY AWAKENED BY A CRY OF DISTRESS.



MAMA AND DADDY HURRY TO EFFIE'S ROOM



AND THEY GET A BIG SURPRISE



DADDY MAMA DOLLIE DUMPLING EFFIE WOOF

We make our bow today and hope to meet you here every month

Fleischaker & Baum

45 EAST 17th ST., N. Y.

Composition Legs

Sleeping Eyes



Effanbee DOLLS

Effanbee DOLLS

They Walk

They Talk

"The Doll with the Human Voice"

is exclusively an *Effanbee* doll. Manufactured and equipped with voice device which we control. Strong and simple in construction and cannot get out of order. No rubber parts to rot or harden.

Warranted to operate perfectly.

Send for samples and prices.

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Schoenhut Toys

Made in the U. S. A. since 1872



This is the Fiftieth year for SCHOENHUT'S Toy Pianos. For a genuine "Schoenhut" Toy Piano, **look for the name "SCHOENHUT"** on the front of each Toy Piano.

Toys with Exceptional Educational Possibilities

American Toys of Quality

Schoenhut's Variety of over 600 different Toys, for sale by all leading Wholesalers and Jobbers in the U. S. A. and Canada.

OUR LINE

Toy Pianos Toy Piano Stools
Metallophones Xylophones
Trinity Chimes
Toy Guns and Swords
Soldier Equipments
Shooting Galleries
Naval War Toys
Big Game Hunter
Target Toys
Rolly-Dolly Toys
Modlwood Construction Toys
Painted Wooden Trains, etc.
Fine Doll Houses and Bungalows, etc.
Toy Wooden Boats
Alphies (A-B-C Blocks)
Schoenhut's
All-Wood Dolls
Schoenhut's All-Wood
WALKABLE Dolls
Walking Wallapus
Clubby Clowns
ARITHM-A-LETTA
Indoor Golf



The Humpty Dumpty Circus Toys, etc., etc., with Tents, Animals, Actors and Accessories.

NOTICE—The Latest!
SCHOENHUT'S
Indoor Golf

The greatest *indoor* game of the twentieth century. Every golfer wants this new game. Send for special catalog at once.

THE A. SCHOENHUT COMPANY

SOLE MANUFACTURERS **Established 1872** **PHILADELPHIA, PENNA., U. S. A.**

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HORSMAN DOLLS

The Premier American Plaything



HORSMAN CHUBBY DOLL

The Walking and Talking Doll with The Lloyd patented voice

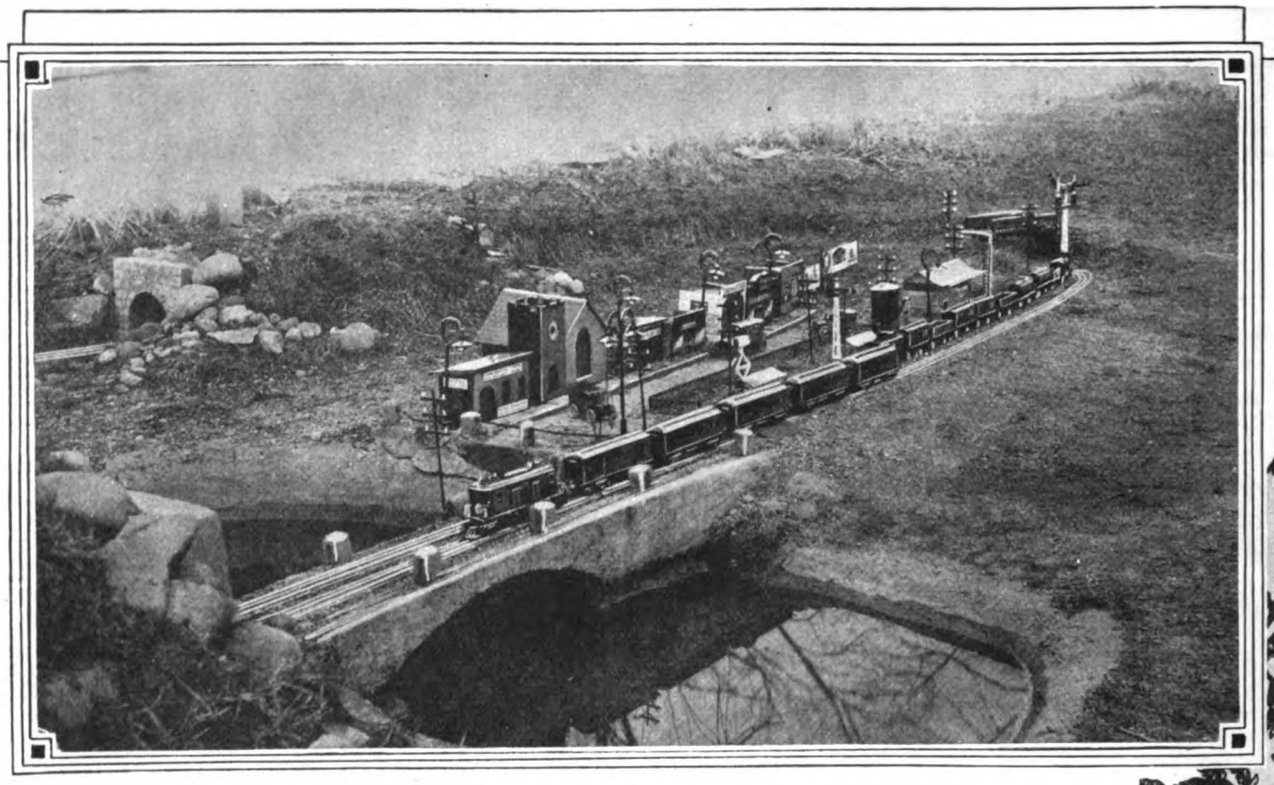
The success of the Chubby walking and talking doll was due to the fact that quality was first in the thought of the manufacturer. The ultimate buyer, the American mother, buys only such dolls as depict a perfect picture of a young child of today. These she finds in the Horsman Chubby Doll, and in the Horsman Chubby Doll's costume. No fear of the Chubby Doll losing its voice for since it is a doll of quality, it is also of great durability, and is equipped with the incomparable Lloyd Voice. The Horsman Chubby Doll is the finest example of manufacturing skill. It is a realistic representation of the real American child clothed as only Horsman Dolls are clothed and walking and talking at the will of its happy little owner. Horsman Chubby Dolls can be seen at our various sales rooms, or we will be glad to arrange that buyers can see them in their own store if they will make their wish known. We are ready right now to cooperate with you for the best doll season you have yet known. Let us get together for mutual advantage.



E. I. HORSMAN & AETNA DOLL CO.

15 UNION SQUARE WEST, NEW YORK CITY

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Build an "American Flyer" Backyard Railroad

There's lots of fun in operating your miniature electric or mechanical railroad outdoors. You can get extra track and equipment from your dealer. Build tunnels, bridges and solve all the problems of railroading.

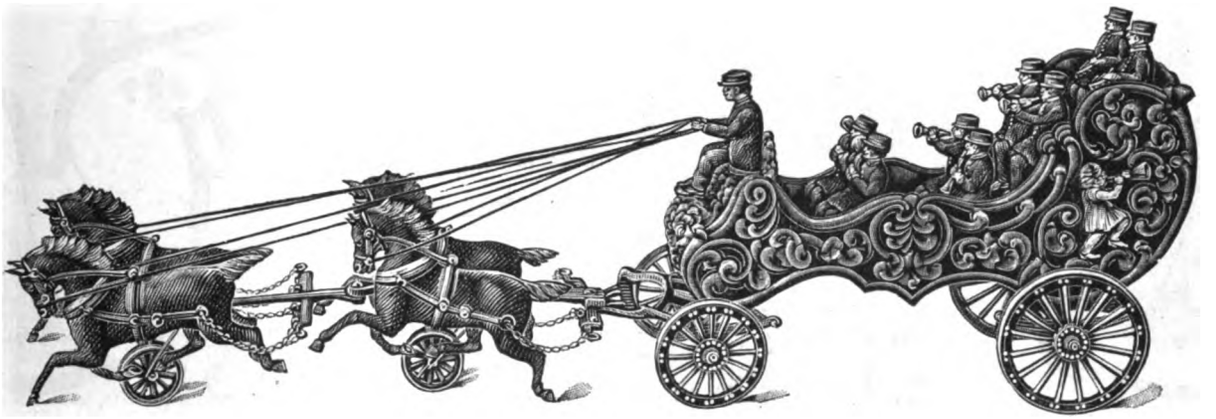
Big Prize Contest

$100 in cash prizes. Send us photos of the railroad you build. Every one gets an Engineer's Cap and 50c worth of equipment. Write for particulars and booklet "How to Build a Backyard Railroad." Use any equipment you have.

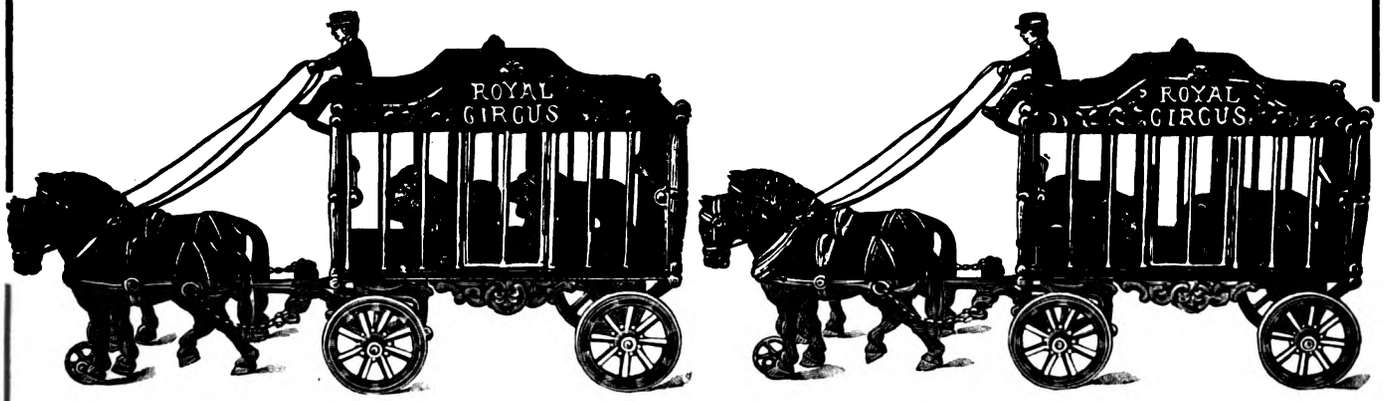
AMERICAN FLYER MFG. CO.
2219 South Halsted Street
CHICAGO



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The Hubley Circus Has Arrived



Attractive---Something New---Unbreakable



Twenty-Five Circus Toys in Cast Iron

Makers of All Kinds of Iron Toys

THE HUBLEY MANUFACTURING CO.

LANCASTER, PA.

DIRECT REPRESENTATIVES
The Owens-Kreiser Co.
31 East 17th St., New York

DIRECT REPRESENTATIVES
The Strobel & Wilken Co.
61-65 W. 23rd St., New York

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"Sandy Andy"
TRADE MARK REG. U.S. PAT. OFFICE

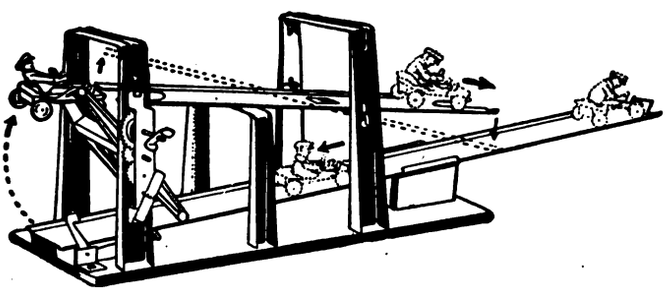
OROTECH CO.'S TOYS
Now Added To Our Line

WE have purchased all of the assets and good will, including all tools and dies, of the toy business formerly conducted by the OROTECH COMPANY, of Pittsburgh, Pa., and will hereafter manufacture and sell the toy items formerly manufactured and sold by that company. This purchase enables us to add to our line the following attractive toy items—

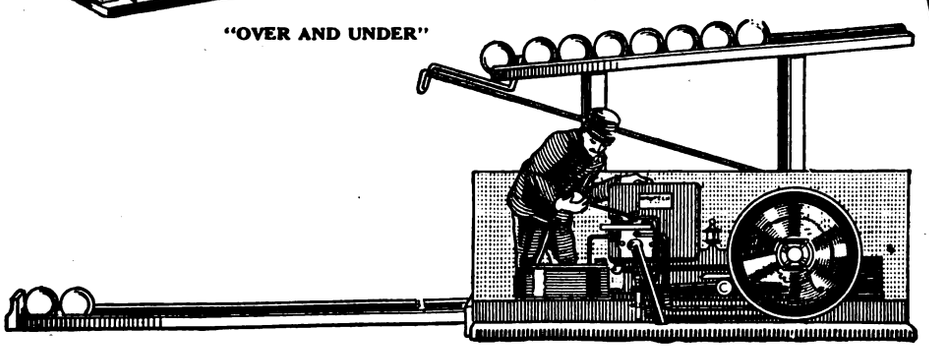
"OVER and UNDER" **"JOE on the JOB"**
and other items

These new items will be manufactured by us under the same rigid supervision as all our other toys, and we can assure the trade that these newly acquired items will measure fully up to the standard of quality, workmanship, attractiveness and value for the money that has always characterized all our productions. Naturally we can be responsible only for such of these items as are put out by us and not those previously manufactured.

We are taking orders for these toys. They will be ready for delivery about May 15th. Orders will be shipped in rotation.



"OVER AND UNDER"



"JOE ON THE JOB" 23 in. x 8½ in.

LOOK at our advertisement on Sand Pails on page opposite and be sure to see all the "Sandy Andy" Toys at our New York Office when in the market, including these new items.

WOLVERINE SUPPLY & MFG. CO.

Main Office and Factory—Pittsburgh, Pa.

New York Office and Salesroom—200 Fifth Avenue, New York
Room 406 **Telephone Gramercy 3453**

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"Sandy Andy"

See Our Advertisement On Opposite Page

Sand Pails and Sprinkling Cans Increase Summer Profits



No. 12
Depth 4¼ in.
Diameter 4⅝ in.
Wire Handle



No. 14-B
Depth 5 in.
Diameter 5⅝ in.
Flat Metal Handle



No. 15
Depth 5 1/16 in.
Diameter 5⅞ in.
Flat Metal Handle

No. 14
Pail (not shown) is exactly the same as No. 14-B, but has tinned wire handle same as handle shown on No. 12.



No. 17
Depth 6½ in.
Diameter 6⅛ in.
Wire Handle
Wood Bail

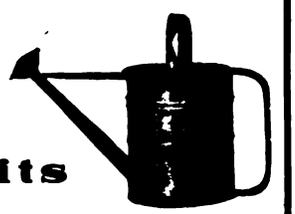
Unequalled in all 'round quality; in workmanship and finish. Popular items at favorable prices. Deep, rich enameled colors; finished inside in gold lacquer. No. 15 (see picture) has a lithographed design that wins the youngsters. Sprinkling Cans are made for practical use; they hold water and don't leak. The entire line of seven numbers are the best values you can offer your trade this summer. The No. 46 Sprinkling Can is the

Biggest 25c Value
in a High Quality Sprinkling Can

Worth-while reductions in prices of all "Sandy Andy" Toys are bringing more demand than ever. These fast selling articles belong in your store. Send for our Catalogue and New Prices and place orders at once. And visit our New York Office when in the market.

Wolverine Supply & Mfg. Co.

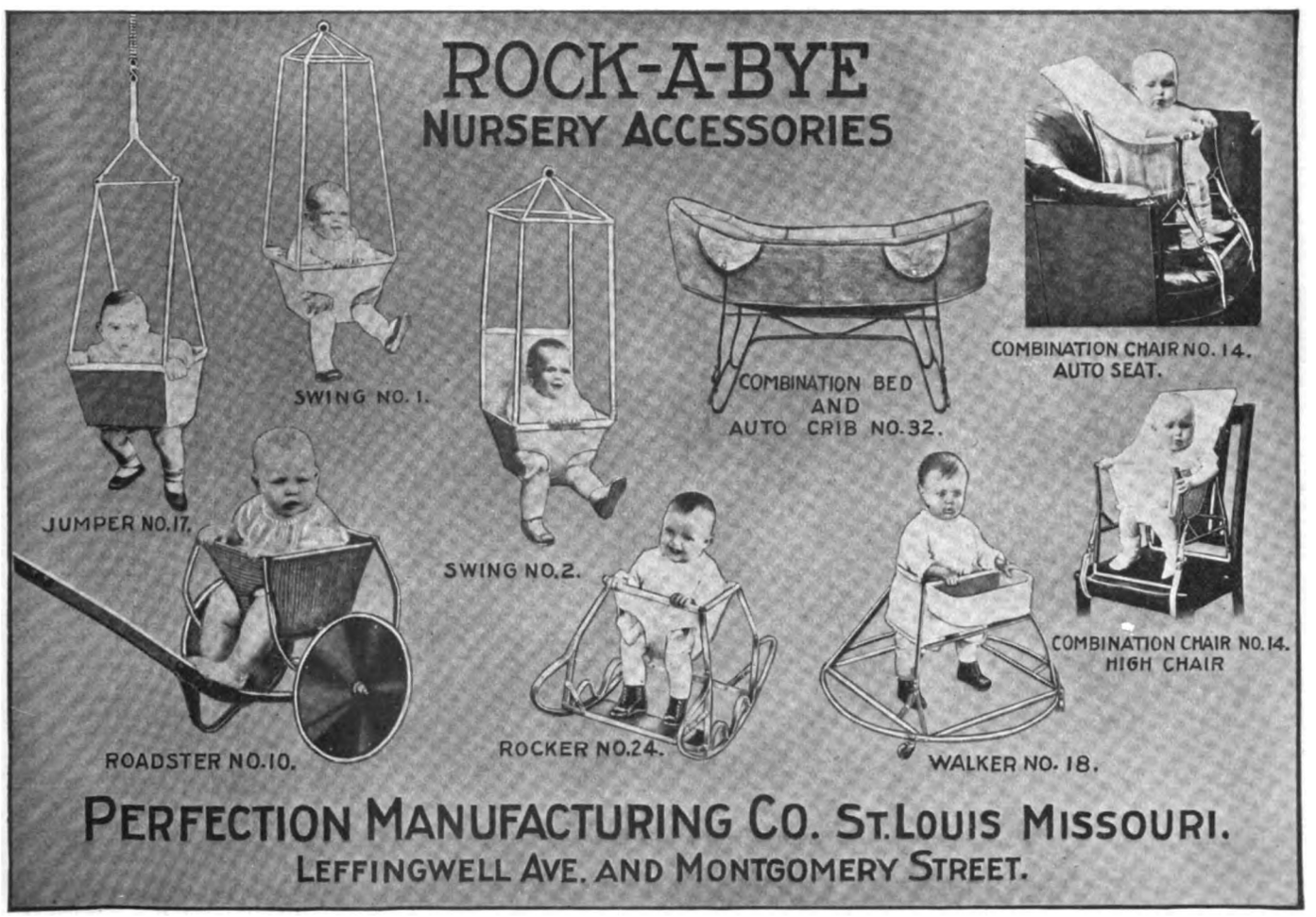
Main Office and Factory: Pittsburgh, Pa.
New York Office & Salesroom: 200 Fifth Avenue Room 406. Telephone: Gramercy 3453



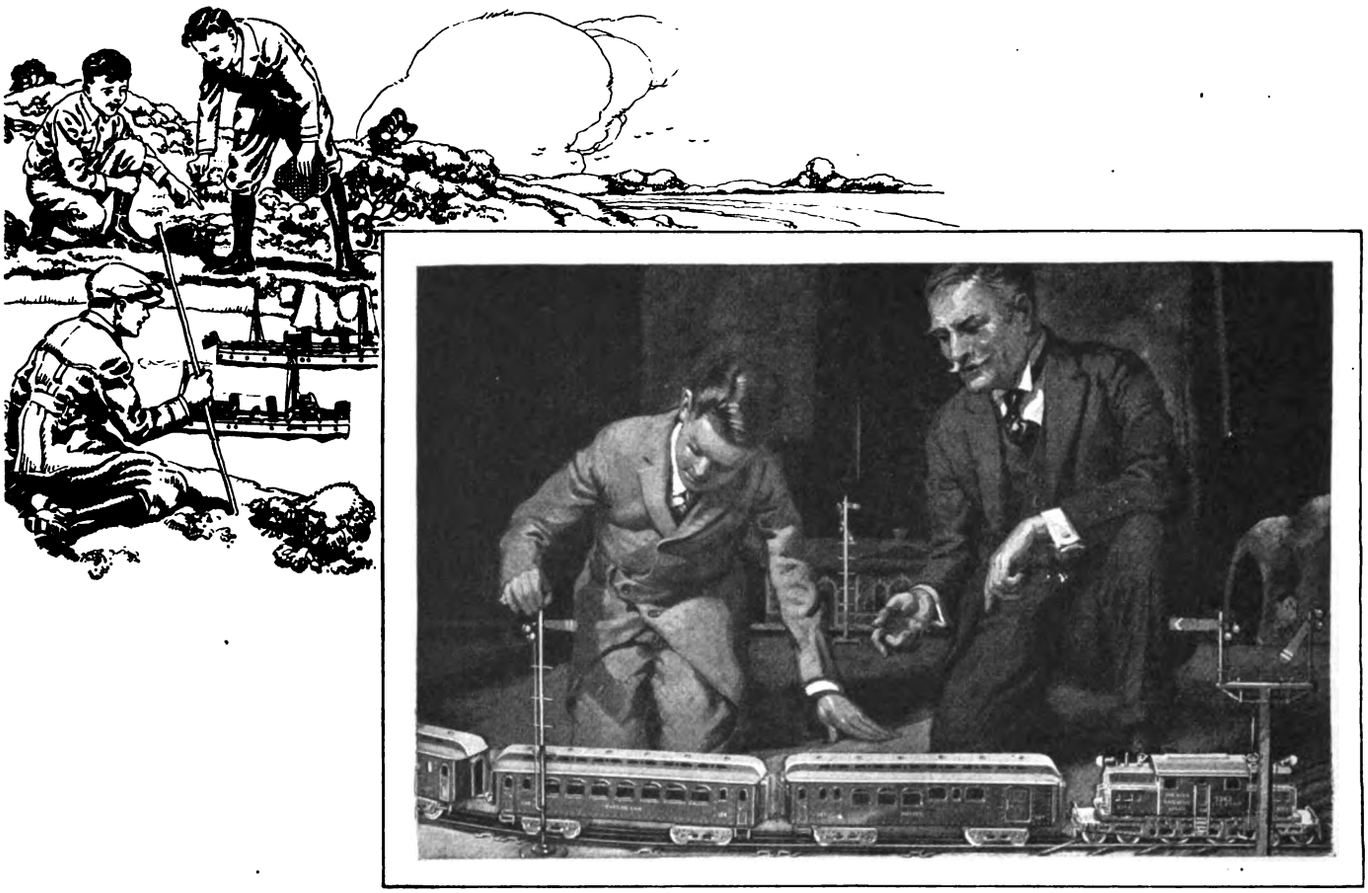
No. 46
One Quart Capacity
Depth 4¾ in.
Diameter 4 in.



No. 47
Two-Quart Capacity
Depth 6 in.
Diameter 5⅛ in.



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Three complete lines—

all profitable leaders!

WHATEVER your requirements may be for mechanical trains, electrical trains and mechanical boats, they can be completely met in Ives lines. For over two generations the name Ives on toys has stood for the utmost in quality. A million boys from coast to coast are proud owners of Ives toys. The dealer that concentrates on Ives lines cashes in on this tremendous good will.

New boat numbers

Ives boats for this season are at considerably reduced prices and include many new numbers. In addition to the popular 9 and 12 inch mechanical models, there are brand new merchant ships, motor cruisers and ocean liners in both 11 and 14 inch styles. Sturdy construction and removable motors that can be repaired or renewed, put these boats far ahead of competition. A positive innovation this year is our new line of 30-inch hull, model sailing yachts. They are to be had in four rigs, each boat a real model in every respect of the finest racing yachts afloat.

Mechanical trains lower priced

Your purchases this season on Ives mechanical trains can be made at prices 10% to 25% below our 1921 list, and with the full assurance that there will be no let down in the quality that has kept this line a leader in its field for over twenty-five years. Every Ives locomotive contains an exceptionally strong spring that is speed governed and fully guaranteed. You take no chances selling this mechanical train line.

Increase your electric train business

"Cleaned up nicely" is the verdict of dealers everywhere that sold. Ives electric trains during 1921. Our extremely low 1922 prices will enable you to beat your last year's electric train business. Plan now to feature this season Ives No. "0" and Standard Gauge trains. A comparison of these wonderful lines with any others in the world will quickly prove their superiority. More sales and greater profits will go to the dealer this year carrying a complete assortment of Ives toys. Write for our new catalog and price-list today.

THE IVES MANUFACTURING CORPORATION, 200 Fifth Avenue, NEW YORK CITY



Mechanical Trains
Electrical Trains

Ives Toys
Make Happy Boys

Mechanical Boats
Model Yachts

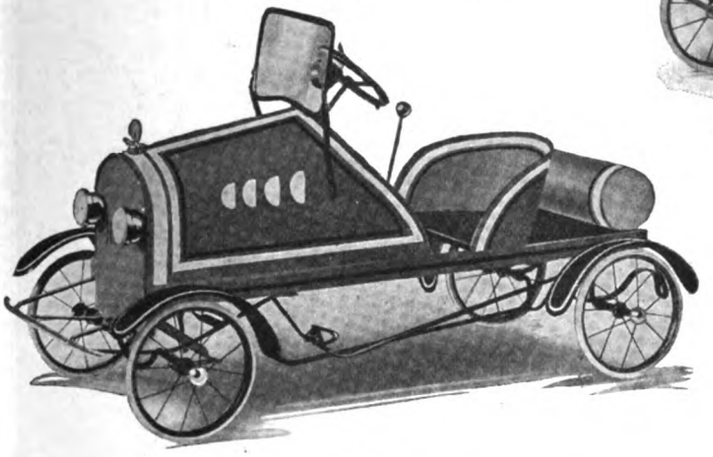


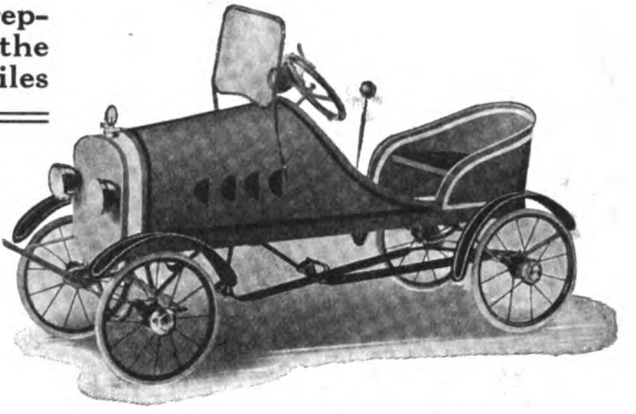
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"BUILT FOR SERVICE" CHILDREN'S VEHICLES

The accompanying illustrations are representative of the style and finish of the "Cleveland Line" of Children's Automobiles

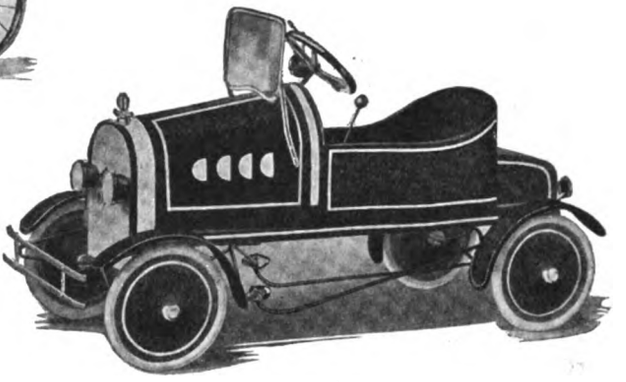
A pleasing model, suitable for the little youngster. Light, strong, easy running.





A racing model—for the boy who loves to lead his little playmates down the course.

The discriminating buyer will find in this model, all of the features required to make it a leader—Ball Bearing Disc Steel Rubber Tired Wheels, Windshield, Gas and Spark Control, Upholstered Seat, Gear-shift, etc. Handsomely finished in bright snappy color varnishes.



We are building all of these vehicles of strong steel stampings. Particular attention has been given to fitting these models to the little users, assuring them of the most pleasure with the least exertion.

Our catalog illustrating and describing our entire line is ready for distribution.

Be sure to get our complete catalog and prices before placing your business. We are confident we can name you an interesting proposition.

"THE CLEVELAND LINE"

BOYS' STEEL EXPRESS WAGONS, WOOD COASTER WAGONS, VELOCIPEDES, HAND CARS, TOY GARDEN BARROWS, CHILDREN'S AUTOMOBILES

Cleveland, Ohio
1971 West 85th Street

DISPLAY ROOMS

New York, N. Y.
A. S. Ferguson Co., 48-52 East 21st Street

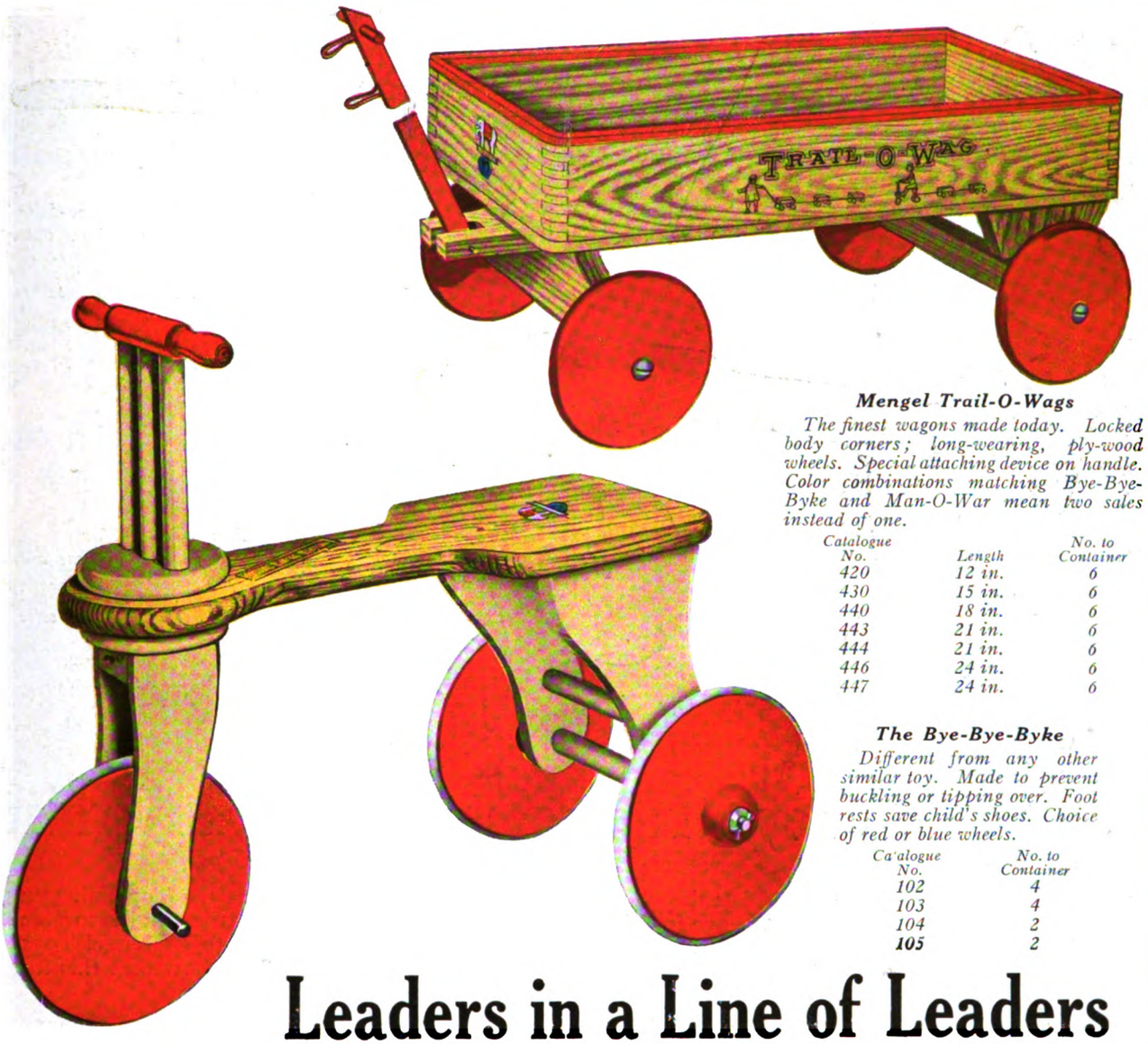
THE KIRK-LATTY MFG. COMPANY

CLEVELAND, OHIO

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Mengel Trail-O-Wags

The finest wagons made today. Locked body corners; long-wearing, ply-wood wheels. Special attaching device on handle. Color combinations matching Bye-Bye-Byke and Man-O-War mean two sales instead of one.

Catalogue No.	Length	No. to Container
420	12 in.	6
430	15 in.	6
440	18 in.	6
443	21 in.	6
444	21 in.	6
446	24 in.	6
447	24 in.	6

The Bye-Bye-Byke

Different from any other similar toy. Made to prevent buckling or tipping over. Foot rests save child's shoes. Choice of red or blue wheels.

Catalogue No.	No. to Container
102	4
103	4
104	2
105	2

Leaders in a Line of Leaders

Before a single Mengel Toy was offered for sale the line was assured of leadership. Each toy was tested and improved a score of times before it was named and presented to the trade.

As a result the Mengel Line consists entirely of first quality toys—different from any others—distinctive in design, construction and finish.

You can build a profitable toy business or increase what you already have with the help of Mengel quality and Mengel reputation.

The Trial-O-Wag and Bye-Bye-Byke are leaders in a line composed entirely of leaders. You will find other "sure-fire" sellers in our illustrated catalogue, which we shall be glad to send you free.

The Toy Department of
THE MENGEL COMPANY
Incorporated
Louisville Kentucky

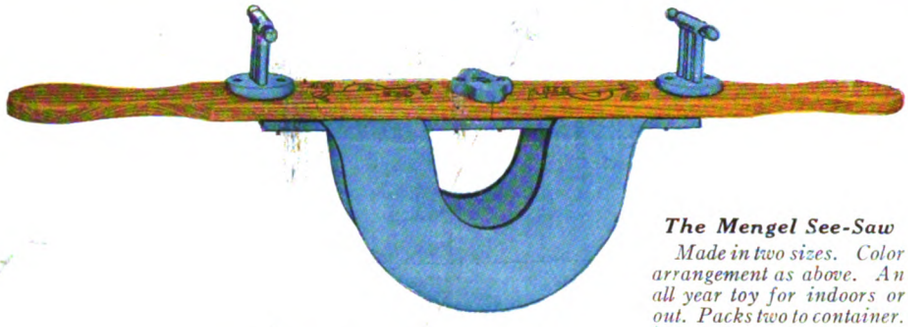
MENGEL
PLAYTHINGS

Creators of Happiness for Children

Mengel Headquarters at the Toy Fair will be Room 810, Great Northern Hotel

Mengel Playthings
JUST FOR FUN

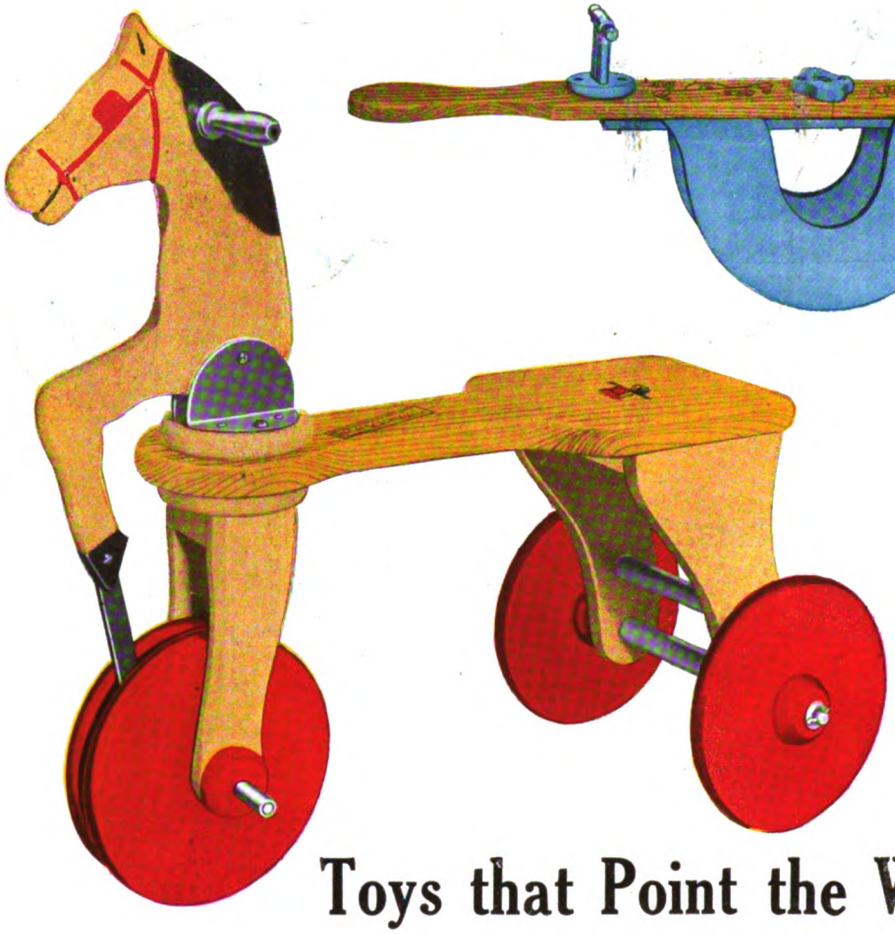
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The Mengel See-Saw

Made in two sizes. Color arrangement as above. An all year toy for indoors or out. Packs two to container.

No.	*Size*	*Length*
550	*1*	*54 in.*
551	*2*	*72 in.*



The Man-O-War

A sturdy, useful, handsome toy. Wheels made of Mengel ply-wood. Finished with clear seat and red wheels or blue seat and blue wheels. Packed two to container.

No.	*For Children*
202	*3 to 8 years*

Toys that Point the Way to Profit

Listening to conversation between merchants at the Toy Fair you would have found that the Mengel Line had made a strong and favorable impression. The inclination of most buyers was to stock Mengel Toys then and there. Total orders received from the Fair show that this inclination was frequently put into action.

You will find this same favorable impression made upon your customers when Mengel Toys are displayed in your store. Their distinctive and original designs, unusual improvements and beautiful finish impress children and parents alike. Their sturdiness and long wearing qualities, combining safety and wholesome fun, insure satisfaction and make each toy sold an advertisement for your store.

You will have your own opinion as to which toys will sell best to your trade, and you can make your selection readily from our new catalog showing the entire Mengel Line in full colors.

Shall we mail you one ?

MENGEL PLAYTHINGS

Creators of Happiness! for Children

The Toy Department of

THE MENGEL COMPANY

Incorporated

Louisville Kentucky

Mengel Headquarters at the Toy Fair will be Room 810, Great Northern Hotel

Mengel Playthings

JUST FOR FUN

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Three Factories

Main Office: Toledo, Ohio

The American-National Company

ALEMITE

High Pressure Lubricating System for American Coaster Wagons



This shows Alemite Gun in use—Grease Can—Tool Box on wagon

An Exclusive Feature—

American coaster wagons are now being equipped with the ALEMITE High Pressure Lubricating System. The American Line has long been one of the most popular and fastest selling coaster wagons on the market. Now comes the most important features ever announced in the history of juvenile vehicles: American Coaster wagons as well as American automobiles can be had with the ALEMITE Junior. No other but American juvenile autos or coaster wagons can be equipped with ALEMITE Junior outfit.

The ALEMITE Junior System for American Coaster Wagons operates exactly as for American juvenile automobiles and its big brother, The Alemite High Pressure Lubricating System for grown-ups' cars. When the handle of the ALEMITE Junior is turned in goes the fresh, clean lubricant, and coaster wagon or auto is greased instantly.





Alemite Unit

Known Around the World

51 Years' Combined Experience Is Back of This Excellent Line

Deliveries at once

American Coaster wagons that are equipped with ALEMITE Junior are supplied regularly with hinged tool box, containing one gun and hose, one can of lubricating grease, package of waste, book of instructions and 4 units on coaster.

THE American LINE
THE LINE BEAUTIFUL

- Coaster Wagons
- Express Wagons
- Juvenile Automobiles
- Juvenile Bicycles
- Velocipedes
- Scooters
- Hand Cars
- Baby Vehicles
- Doll Vehicles

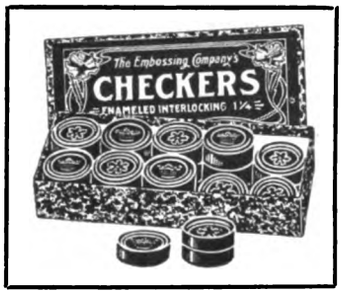
Nationally Advertised

See American Line First —Sells Itself

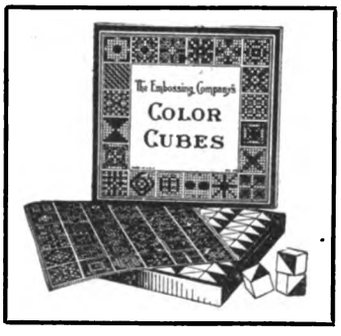
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THE EMBOSSING COMPANY, ALBANY, N.Y.











FIFTY-TWO YEARS OF HONORABLE SERVICE

This year it will pay you to give full consideration to THE EMBOSSING COMPANY'S Standard, High Quality Line. Carry a better assortment—give our line more prominence—you will be pleased with the result.

Most every merchant knows the sure selling, staple quality of our goods. You are in business to sell goods. Buy a line that will sell on sight and has sold well year after year for over fifty years.

Buyers may order our goods with confidence, so why take chances with lines of unknown and untried qualities.

For 1922 we offer a splendid assortment of items to retail at popular prices. Inspect our samples and compare our quality and prices before placing any orders.

Catalog and price list gladly sent upon request

STABUILT BLOCKS - A B C BLOCKS - BUILDING BLOCKS
SPELLING BLOCKS - COLOR CUBES DOMINOES
CHECKERS - BEND-I-KINS - and other Specialties

THE EMBOSSING COMPANY

Main Office and Factory, Albany, N. Y.

New York Office and Display Room, Room 440, 200 Fifth Avenue, Corner 23rd St.

THE EMBOSSING COMPANY ALBANY N.Y. TOYS THAT TEACH

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STRUCTO TOYS

AUTO BUILDER DE LUXE

OUTFIT HOW SOLD:

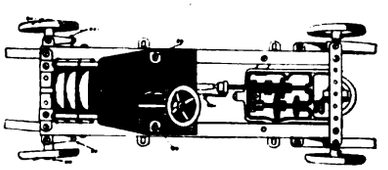
This toy is sold in a complete outfit neatly packed in a box all ready to assemble. Full instructions and the necessary tools are included in the outfit.



NO. 12 OUTFIT

CAR HOW ASSEMBLED:

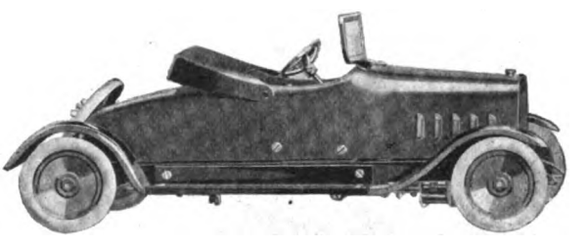
By following the instruction book part by part is put together and a wonderful mechanism is built, just like the big car.



NO. 12 CHASSIS

1922 IMPROVEMENTS:

Real plate glass windshield, crown fenders, independent lever for brake and clutch control, body lowered, giving the rakish appearance seen in the large automobiles. In every sense a de luxe car!



NO. 12 DE LUXE AUTO



THE NEW WINDSHIELD



STRUCTO MFG. COMPANY

NEW YORK SALES OFFICE
200 Fifth Ave., New York

MAIN OFFICE AND FACTORY
Freeport, Illinois

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Strauss Mechanical Toys

Ask your Jobber for TOMBO the *original* and only *genuine* Alabama Coon Jigger

Sold wherever TOYS are sold



Actual Size
10½ Inches High

Write for our new catalogue showing the latest

STRAUSS MECHANICAL TOYS

and kindred specialties

Tombo

The Alabama Coon Jigger

(TRADE MARK)

Jigs like a real "Coon." Extremely amusing and realistic. Simply release the button and the "Coon" starts an old-fashioned plantation break-down.

WARNING

Any dealer selling or offering for sale any imitation of the Alabama Coon Jigger, renders himself equally liable with the manufacturer to damages under the statute of infringement.

GEO. BORGFELDT & CO.

Sole Distributors for

THE FERDINAND STRAUSS CORPORATION

16TH STREET AND IRVING PLACE, NEW YORK, U. S. A.

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This is the Toy Sensation of 1922



Every Shot A Big Red Flash!

About once in every ten years, a toy appears that literally sweeps the country. Sales grow to undreamed of figures. Distributors, jobbers and dealers, reap a royal harvest.

The Ronson Repeater is the fastest selling toy gun ever put on the market. It started from scratch with sales of over 15,000 a day—over 90,000 a week—over half a million in the first six weeks. Then sales really began to climb.

The FLASH did it. Boys simply go wild about the Ronson Repeater. For they not only hear it shoot, but they SEE it shoot and see the smoke. Every trigger-pull shoots a big, red flash from the muzzle. But these flashes are absolutely harmless. **The Ronson Repeater complies with the laws of every state.**

This wonder gun looks like a real automatic. It is made of pressed steel and has a genuine gun-metal finish.

National Advertising Begins This Month

This month, the big advertising campaign starts with a full page in the Saturday Evening Post and large space in a long list of boys' publications. This advertising will boost sales higher than ever. Are you prepared to supply your demand?

Don't Delay Ordering

Every day you delay ordering a supply of Ronson Repeaters, you are losing sales and money. Get some of these guns on your counter just as quickly as you can. Ask your jobber for prices and complete information. If he cannot supply you write us. Mail a letter before you close your store tonight.

THE ART METAL WORKS
8 Aronson Square Newark, N. J.
FOR 35 YEARS MAKERS OF HIGH GRADE METAL NOVELTIES

Be Sure to Order RONSON REDSKINS RELOADS

1000 Shots for 1c

Every Ronson Repeater comes loaded for 5000 shots. Every Ronson Redskin Reload is good for an additional 5000 shots. Nothing but the original Ronson Redskin Reloads will make the big red flash in Ronson Repeaters. Order a large quantity of reloads—you'll need them and they mean constant repeat sales at a big profit for you. Send your order for reloads with your order for the Ronson Repeater.

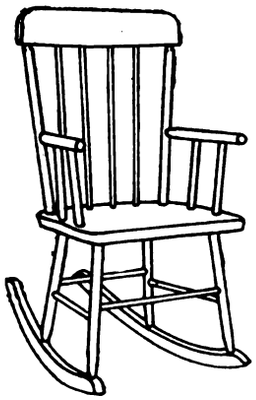
The RONSON REPEATER

TRADE MARK REGISTERED — PATENTED IN U. S. A. AND ABROAD

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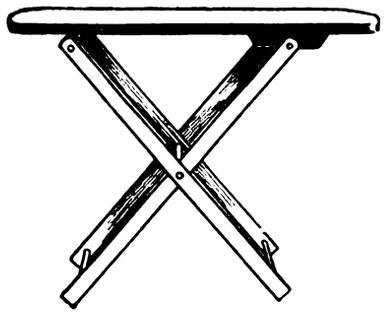
MASON

There's Only One Mason Line

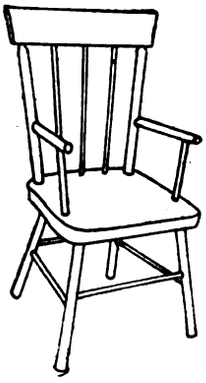


White Enamel
Dolls' Chairs
Rockers
High Chairs
Cradles
Beds
Bassinets
Children's Chairs
Rockers
Tables

Red Finished
Children's Chairs
Rockers
Tables



Mahogany Doll Beds
Mahogany Child's Chairs
and Rockers



Natural Finished
Dolls' High Chairs
Children's Chairs
Rockers
Tables
Bowling
Alleys
Desks

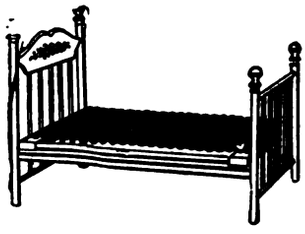
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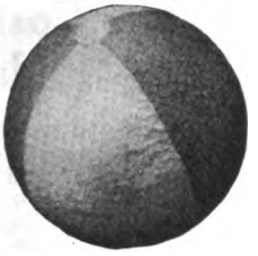
THE MASON MFG. COMPANY

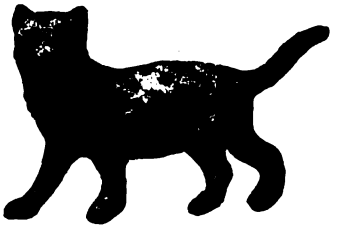
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Popular Priced Goods

to Help

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RUBBER BALLS DOLLS
TOYS RATTLES

See our Complete Line

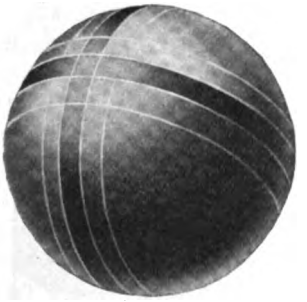


For over seventy years we have sold dependable merchandise.

Balls, Dolls, Toys and Rattles, every shape and size.

WE'VE GOT THEM ALL

Made by the largest and oldest company.





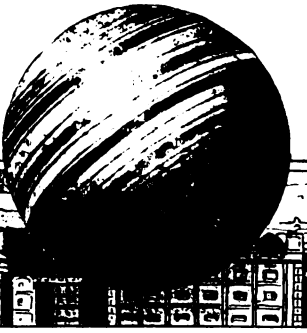
New York Rubber Co.

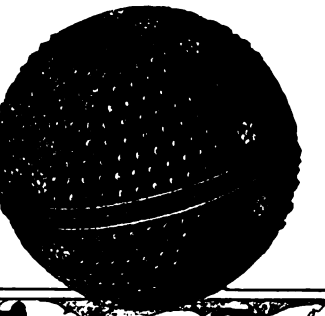
Incorporated 1851

84 Reade Street, New York City

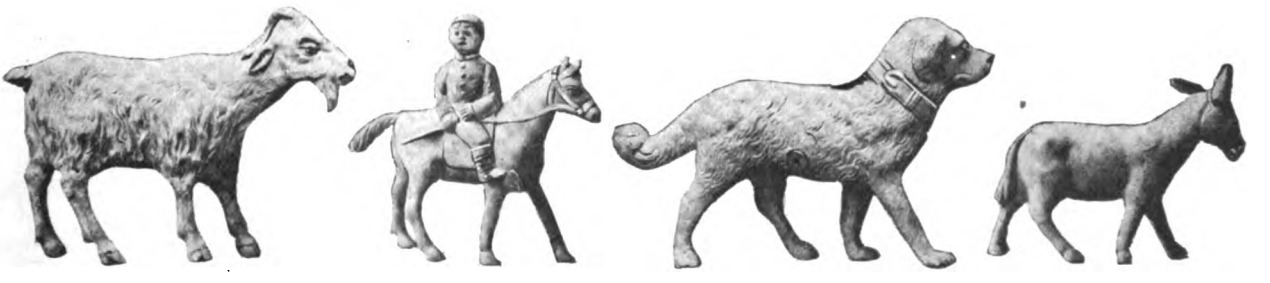
Price List to Jobbers on request











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Reddick Folding Brass Doll Beds Sell Year 'Round

Stock them now—these attractive "folding brass" doll beds and cradles, built to the high Reddick Standard and easily salable the year 'round.

Reddick Folding Brass Doll Beds come in single and double rail lines, either full or half trimmed, and in varied sizes. They are hand-trimmed in first quality silkoline by skilled seamstresses.

Reddick Folding Brass Cradles, double rail, half-trim, are dainty and durable. These toys in particular attract the eye of the little folk. They come in 14, 18 and 24 inch lengths.

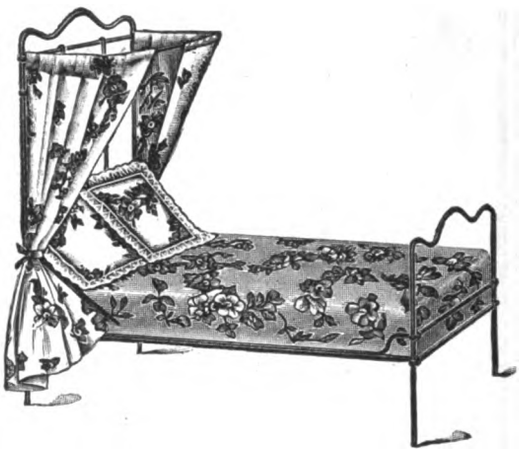
Reddick Folding Iron Beds are planned and built with the question of strength uppermost. A child can sit on one while dressing dollie. They are beautifully trimmed.

Write today for the Reddick Catalog-Folder for 1922, either direct or from your toy jobber. You want this line because it will appeal to your trade.

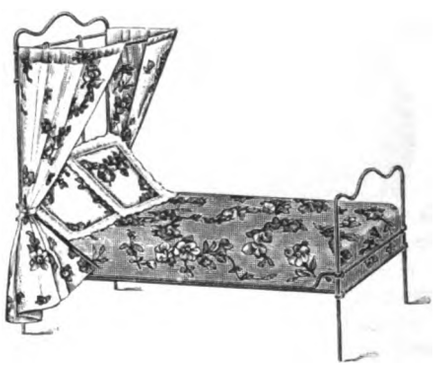
Michigan Wire Goods Co.

NILES, MICHIGAN

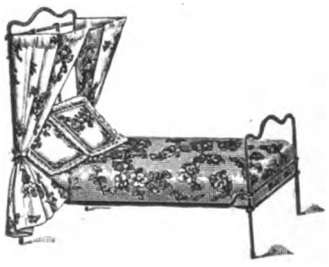
Beauty at Low Cost in Single Line Beds



No. 11. **Full Trim.**—24 in. long, 17 in. high, 12 in. wide. Folds down to 30½x12¼x2½ inches. Packed one each in a box, 6 boxes in a case. Gross weight, ½ dozen case, 26 lbs. net 22 lbs. Dimensions, 13x15¼x31¾ inches.



No. 10. **Full Trim.**—18 in. long, 14½ in. high, 10 in. wide. Folds down to 24⅛x10¼x2⅛ in. Packed one each in a box, twelve boxes in a case. Gross weight, 1 dozen case, 34 lbs.; net, 29 lbs. Dimensions 25¾x11¼x27½ in.



No. 9. **Full Trim.**—14 in. long, 11¾ in. high, 8½ in. wide. Folds down to 19⅛x8½x2 inches. Each bed carefully wrapped, twelve in a case. Gross weight, one doz. case, 15 lbs.; net weight, 12 lbs. Dimensions 9¼x20½x24¾ inches.

Every Doll Should Have a Reddick Bed

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An Air Rifle That Sells Fast Because It's Different

NO matter how your stock of air rifles measures up, it isn't complete until you are prepared to show the new King Breech Loader. This new air rifle appeals to the boy at once, because it's different. It is the only air rifle on the market that will shoot darts or shot with equal ease.

Since we first brought out this new model early in the year, dealers everywhere are stocking it and report that it has made a big hit with their trade. Its new special features make it just the gun the boys are looking for.

The King No. 17 Breech Loader is strongly built, with barrel and all metal parts finished in gun blue, and handsomely turned walnut stock. Its mechanical action will remind many of our old original wooden model, yet in appearance it has the lines and finish of a high-grade sporting rifle. 32 inches in length, weighs about two pounds, and is packed one dozen in a case. Retail price $2.00.

Make your spring line complete with this latest King Model. There is a King Air Rifle to suit every demand, from the King Pop Gun at 25 cents to the big "thousand-shootin' King" with the finest finish at $3.50. Order today from your jobber, or let us know if you have any difficulty getting the numbers you require.



The KING No. 17 Breech Loader



The Markham Air Rifle Company

PLYMOUTH, MICHIGAN

Oldest Makers of Air Rifles in America

Western Representatives:
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KING AIR RIFLES

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- Wonder Garden
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- Funny Face
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- Bird Wonder Speller
- Ideal Speller
- Playtime
- Wonder Numbers
- Lost Letter
- Wonder Multiplication
- Table 1 to 5—6 to 10
- Garden Speller
- Animal Set-Ups

Printed in English, Spanish and Portuguese.
Beautiful Natural Colors.

Size, 8½x12½ ins. Boxed. Retail price, $1 each. Postage 15c each
Half Size, boxed. Retail price, 75c each. Postage, 8c each

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Tiny Toter for Tiny Tots

has proven

A Knock-Out



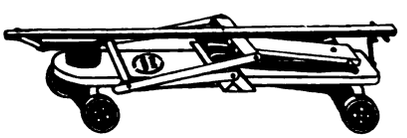
TINY TOTER



Patented May 3, 1921

folds into a package that is easy to carry on the car, train, boat, up or down stairs and in the automobile. When folded it is 30 inches long, 12 inches wide, 8¾ inches high and weighs only 6¾ pounds. Built very substantially throughout of high-grade material and workmanship.

The steel disc rubber tired wheels make it an easy matter to pull or push TINY TOTER around the furniture throughout the house. Can be turned completely around in a very small space and travels with ease through doors and other small openings. The wheels are equipped with rubber tires, held in place by metal flanges, which make them uninjurious to the floors and carpets.



TINY TOTER folds into a package that is easy to carry.

WIRE OR WRITE FOR SAMPLES

Packed—Three to the Carton

Manufactured by

THE FILBERT-GREER MAN'FG CO.
DAYTON, OHIO

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The A. C. GILBERT COMPANY

426 BLATCHLEY AVENUE

NEW HAVEN, :-: CONN.

Mr. Toy Buyer:

We have just produced our first catalog in our own Printing Department and we're mighty proud of the job. The wonderful 1922 Gilbert Toys are pictured so well that it almost seems you could lift them right out of the book.

I want to send you a copy of this catalog to let you see for yourself the best line of toys, by far, that we have ever turned out and at prices we never in the history of our business dreamed we would be able to make.

All you have to do is to drop a postal card in the mail-box.

Send the card today - right now - while you are thinking about it.

Cordially yours,

A. C. Gilbert

ACG/GCD President.

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ANNOUNCE THE SHOWING OF TWO NEW ADDITIONS TO THEIR POPULAR LINE OF TOYS

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At Their New York Sales Room

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New Catalogs are Now Ready for Distribution

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Where Is the Boy Who Wouldn't Want to Ride This Beautiful Airedale Bicycle?

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MANUFACTURERS OF STUFFED ANIMALS

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No. 019. "Happy Days" Assortment

Everybody Buys Harmonicas

The most popular thing in the world is success.

That is why the "Happy Days" Hotz Harmonica Assortment No. 019, illustrated in this advertisement, is meeting with such tremendous demand. Leading retail dealers throughout the country say that it is the snappiest sales-promoting outfit in its class.

This new Hotz Assortment has demonstrated to the retail dealer that real substantial and worthwhile profits can be made with a line of dependable Harmonicas.

Buy your Assortment today. Place it in a prominent position in your showcase and sell every man, woman and child entering your store a Hotz Harmonica. It will give them a world of pleasure and satisfaction, and, besides your profit, you will have a satisfied customer.

A few words more about the No. 019 "Happy Days" Assortment.

No. 019 "HAPPY DAYS" ASSORTMENT. In this offer, the retailer has an assortment of 25c Hotz Harmonicas in a novel and practical counter display, lithographed in four colors, that has real selling merit. It contains 12 Hotz Harmonicas, No. 01, "The Sport," and No. 02, "American Ace," each having 10 single holes, 20 reeds, brassed plates, nickel-plated covers, warranted to be in perfect tuning and of first-class quality. At the price offered, your cash profit is over 50%.

Ask Your Jobber

M. HOHNER

114-116 East 16th Street **New York City**

Hohner Products Awarded First Prize at the Panama-Pacific International Exposition, San Francisco, 1915

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Iron Horse Sand Pails and Shovels





Here Is a Toy Pail and Shovel you simply cannot bend or break

The kind of toys that last and repeat. We build the pails of heavy gauge galvanized iron and with the same care and thoroughness as our regular line of water pails. They can be had either tastefully striped in red or beautifully enameled in red, green or blue outside and white inside.

And the shovels—notice how the handle is inserted in the extra heavy galvanized metal blade, it positively cannot come loose and you cannot bend or break it. We also enamel these shovels to correspond with the pails.

Our line includes also:

All Metal Toy Drums
Toy Snow Shovels
Children's Wash Tubs

All made from extra heavy galvanized metal, handsomely striped or enameled.

Write for printed matter and prices on our complete line of Iron Horse Metal Toys.



These neatly designed sprinklers, two quart size in the striped and enameled style, appeal both to children and grown-ups.

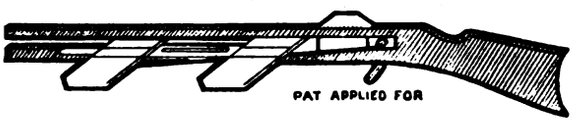
ROCHESTER CAN COMPANY

ROCHESTER □ **NEW YORK**

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AMERICAN TOYS FOR AMERICAN CHILDREN

GUNAPLANE



AMERICAN TOYS FOR AMERICAN CHILDREN

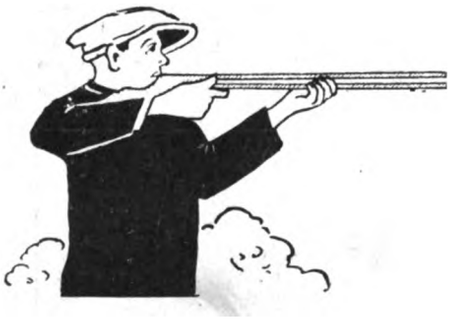
The Latest in Toy Airplanes

No winding and it flies perfectly when shot from the gun.

It will fly several hundred feet.

It is the best toy brought out this year.

To load the GUNAPLANE hold the muzzle of the gun from you; then pull back the large rubber band with the first and second finger, fasten it over the trigger, then place the rudder of the plane in the groove at the top of the barrel of the gun, pushing the plane back until the lower part of the rudder rests against the little wood obstruction near the trigger. The plane is then ready to be shot from the gun.





Size of Gun 31¾ inches long
Size of Airplane 19 inches long

Packed each in a box—$8.00 per dozen
3 dozen in a shipping container—$7.50 per dozen
F. O. B. OUR FACTORY

Get in your orders now

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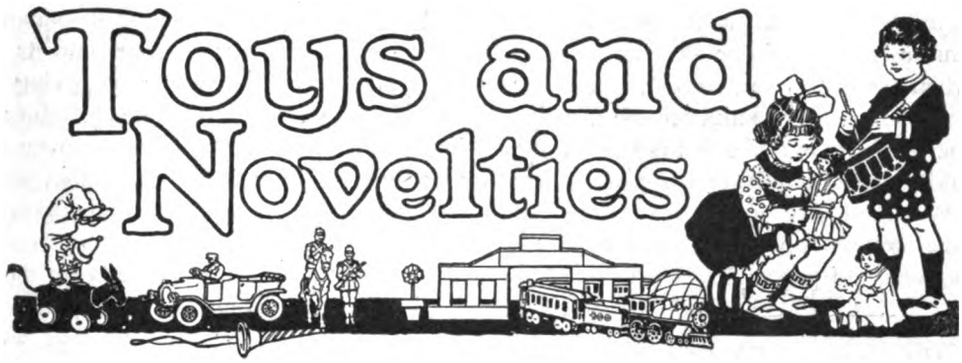
TOYS AMERICAN B&B NOVELTIES

873-875 BROADWAY, Cor. 18th Street

New York City

TOYS AMERICAN B&B NOVELTIES

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New York Representatives, H. S. Fisk, J. S. Lovingham, Mrs. B. Lincoln, Tel. Gramercy 1968.

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The Chicago Toy Fair — What About It?

THE Chicago Toy Fair has come and gone and has brought with it the usual question as to whether it follows too soon the New York Toy Fair; whether it is handled in the right way to be of the most service to exhibitors; and whether it has any real excuse for existence or ought not to be abandoned. The last several years the Toy Fair in Chicago has been a disappointment to many of the exhibitors. The attendance of buyers has not been such as to justify the expense incurred in maintaining a three weeks' display at a first class hotel and many of them feel that they would do better if they merely sent their representatives to call on the trade in Chicago and surrounding territory regardless of any Toy Fair or any concerted exhibit among manufacturers.

The organization of the Chicago Toy Fair Association during the last week at the Chicago Fair, and reported elsewhere in this issue, expresses the feeling that the Fair is not what it should be and that something should be done to give it the dignity and importance which it merits. Some exhibitors say that a week or ten days should be enough for the Chicago Toy Fair, while others maintain that if they are coming to Chicago and opening up they might as well stay three weeks.

Doubtless the change in general business conditions during the last two years has increased the seriousness of the problem presented by the Chicago Toy Fair and also by the New York Toy Fair, for the two are rather vitally connected. In the flush times of 1919 and 1920, when there was a scarcity of merchandise and German exports were nil, American toy buyers placed orders with domestic manufacturers earlier than they had in previous years. Orders for goods were freely given in January, February and March, which before the war were not placed till April or May.

Now that conditions are reverting toward the pre-war status, the willingness of buyers to place orders early is much less marked. Moreover, the resumption of trade with Germany has brought again into prominence the Leipsic Fair, which takes place the first week in March. Several hundred American toy buyers went abroad this year in time to attend the Leipsic Fair, and this withdrew their presence from the New York Toy Fair. Some of them returned the first part of April, and others will not return until May. A couple of years ago these buyers were placing orders for American goods in February and March. Now their orders will necessarily be later. These buyers claim that by leaving for Germany early in the year and giving Leipsic preference over New York they are not slighting American toy manufacturers, but their departure is due to the fact that import orders must be placed earlier in the season than domestic orders because of the greater distances involved in foreign buying.

During the next few months we will devote some space to this subject and will invite manufacturers and buyers

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to express their opinions on the subjects of both the New York and Chicago Toy Fairs. The American toy industry is a very important factor in the industrial life of the nation, as well as in the development of the rising generation. Toy manufacturers should be able to show their lines at a time when buyers are interested, and at the least possible expense. If the Toy Fairs are too long they should be cut down. If more organization is needed, then associations should be formed to exercise more control over both fairs. We invite any of our readers to communicate their views to us and trust that the ensuing discussion will be frank and profitable.

THE TARIFF BILL NOW PENDING

WHEN you ask anyone who is vitally interested in the tariff bill to analyze the measure you impose on them a rather spiritless task. The only real fun in a tariff argument is for the retailers and importers to condemn the bill from beginning to end and for the manufacturers to insist that the rates are too low. There will be plenty of discussion of rates on the floor of the Senate and before the bill is passed the justification for each schedule will be amply proved.

Our readers are, of course, more particularly interested in the paragraph on toys. The only change in this paragraph as reported to the Committee on Finance is in the rate of duty. This was made 70 per centum on the basis of foreign valuation. In the report from the committee when the bill was submitted to the Senate there is the following comment on the toy industry:

"During the war a great advance was made in the United States in the manufacture of toys, especially the educational classes of toys. In paragraph 1414 a 70 per cent rate is proposed upon toys. It is believed that this is the lowest rate that will be sufficient to equalize the difference in competitive labor cost here and abroad, and that this rate is necessary if this industry is to be maintained."

The paragraph on toys reads as follows:

"Par. 1414. Dolls and parts of dolls, doll heads, toy marbles, of whatever materials composed, air rifles, toy balloons, toy books without reading matter other than letters, numerals, or descriptive words, bound or unbound, and parts thereof, and all other toys, and parts of toys, not composed of china, porcelain, parian, bisque, earthen or stone ware, and not especially provided for, 70 per centum ad valorem."

The passage of the bill will undoubtedly be expedited considerably in the Senate by the committee's decision to report it with ad valorem rates based on foreign valuation. The fact is that the action taken by the committee was done in the interest of speeding up tariff legislation and avoiding further delay.

In the Senate there can be a contest over each rate, instead of having the bill passed as a unit—as was the case in the House, and allowing only votes on a restricted number of specific questions.

The House is strongly for American valuation. It is also understood that a majority of the Senate favor the change in the system of assessing ad valorem duties. The chances today are that when the bill comes out of conference between the House and Senate, there will be in it the adoption of an American valuation proposition.

The Finance Committee put into its bill what is practically an elastic tariff by the giving of power to the President to change the rates of duty that are framed by Congress. The President is given such power when after investigation it is shown that the duties fixed do not equalize differences in competition in trade between the United States and foreign countries. He is given the power to either increase or decrease the rates specified in the law by any amount not to exceed 50 per cent of such rates. There is also provision that when the President finds after investigation that an industry in the United States is being or likely to be materially injured by reason of importation into this country of foreign merchandise, and it is shown that the value determined in the regular way is not a certain basis for the assessment of particular duties, the duty shall be based upon the American selling price. This rate of duty—based on the American selling price—shall be the rate found by such investigation as necessary to equalize the differences in competition in trade in the markets of the United States. But no such rate shall be decreased or increased more than 50 per cent of the rate put into the law.

One feature of the bill of importance to American manufacturers is that violations of the marking provision—that which provides that imported articles must bear the stamp of the country of origin—shall be penalized by the assessment of an additional duty of 10 per cent of the appraised value of the article.

Heretofore it has been the law that only the importer could appeal from the decision of the custom officials as to the classification or appraisement of merchandise. If the American manufacturer was not able to satisfy the customs authorities that a certain classification or a certain valuation should be put on the merchandise, he had no day in court. The bill now provides that whatever an American manufacturer, producer or wholesaler, believes that the appraised value as fixed by the customs officials is not correct, he may take an appeal from the decision and the case tested out before proper customs tribunals along the same lines as the appeal on the part of the importer is now conducted.

RADIO AND ADVERTISING

And now comes the radio. Just one year ago who would have dreamed that the radio phone would today be the subject of such widespread advertising! says *Printer's Ink*. The merchandising attention being given to this new means of communication is perfectly astonishing. Stores are opening up whole departments devoted to it. Additional trade papers specializing in the subject are being founded. Newspapers are giving whole sections to it. Column after column of advertising of radio equipment is being run. Already the radio phone and its appurtenances are advertised articles of no mean proportions.

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Form Chicago Toy Fair Association

Exhibitors get together to make Chicago Toy Fair more of an event in merchandising. Association of Commerce to co-operate

THE Chicago Toy Fair, which, during the past years has drifted along pretty much of its own accord, and which, like Topsy, "just grew," is at last to be definitely organized with a view to cutting down the length of the exhibit period and increasing the attendance of buyers.

This is something which will be gratifying especially to the toy manufacturers who have exhibited their products at the Chicago Toy Fair, as well as to those buyers who are willing to come to Chicago during a definite period to see a greater Toy Fair.

A meeting was held on April 20th in the Oak Room of the Great Northern Hotel, which was attended by James H. Cuming, of the Toy Company of America; Mr. Ely, of the Toy Tinkers; W. O. Coleman, of the American Flyer Mfg. Co., and William Hammersley, of the M. A. Donahue Company. Also by the following buyers: O. F. Adams, of the Fair, John Ling, of Mandel Bros., and Anton Johnson, the latter being connected with L. Gould & Co., Chicago.

John F. Bowman, of the Chicago Association of Commerce, was also present and took active part in the proceedings.

A previous meeting of 102 toy people was held recently at the Hotel Morrison, Chicago, at which Mr. Cuming was appointed a committee of one to select a committee of eight—four representative buyers and four local manufacturers—to discuss the preliminaries.

A third meeting will be held within the next week at the Great Northern Hotel, comprising 12 buyers and 12 manufacturers, to complete the necessary organization details, at which time a permanent organization will take root.

The new organization will be endorsed and sponsored by the Chicago Association of Commerce, and it is hoped to make the Chicago Toy Fair of the future a real merchandising event in the toy industry.

Chicago Toy Fair Notes

The exhibition of George Borgfeldt & Co. at the Morrison was, of course, one of the big features of the Toy Fair. An immense line of goods was opened on the mezzanine floor as in former seasons and twenty-one men were here to wait on the trade. The first week's business was nothing extra, but the last two weeks have passed expectations and were better than a year ago. Dolls and a general line of toys and novelties sold in good volume.

Singing Canaries

An attractive recent importation shown at the Borgfeldt exhibit is the cage of singing canaries. This cage and canaries retails for about $125.00. It can be adjusted so the canaries will sing continuously, or at stated intervals. It can be so adjusted that with one winding of the clock work the canaries will sing occasionally for two or three days.

The singing is done right from the throat of the canaries; their tails and bills move with each beautiful note, and the entire effect is quite remarkable.

The Reimann Seabrey Co., represented by Major E. W. Bruninghausen, R. J. Whyte and S. J. Burgstorf, occupied the large Rose Room on the parlor floor and showed the large assortment of lines controlled by the company.

Toledo Metal Wheel Display

A number of exclusive patented features furnish talking points for various items in the Toledo Metal Wheel Company display at the Morrison. For instance, on their juvenile automobiles, they use patented no dead center gears. They also use patented adjustable pedals which can be adjusted to three positions for use of three sizes of little riders. On these autos they use cantilever springs as used on genuine large automobiles.

On their tubular line of velocipedes the frames are braced and not welded, which adds strength. For instance it does away with the cutting of the axle by rivets and thereby adds to the strength of the axle. They use the expanded bolt type of head as on a bicycle, which is also said to be an exclusive feature.

On their Blue Streak line of coaster wagons they use disc wheel of unusual construction. This wheel is made by ingeniously folding the metal into three-ply construction at the rim so that the entire wheel is one unit of metal and triple strength is given on the rim where it is needed, thereby making it impossible for it to spread the wheel at the rim where the weight is normally thrown. The wheels also have oil holes for oiling the bearings.

Ferd. Strauss Corporation

The Ferdinand Strauss Corporation exhibited their line of mechanical toys in connection with the exhibition of George Borgfeldt & Co., Mr. Katz being in attendance. Of course Tombo, the Alabama Coon Jigger, is the foremost figure, as this dancing darkey has developed into a national character. The firm is putting out a special demonstration of Tombo with orders of five gross. There is a neat little stand which is illuminated when the electric current is turned on, and the current makes the two Tombos placed on top go through their regular dancing stunt. They keep this up as long as the current is on. This demonstration is good either in the window or in the toy department.

There are quite a few numbers in mechanical toys, all of which are ingenious and attractive and sell at the popular price of 50 cents. Among these are the Rope Walker, "Zu Zu," who walks hand over hand on a wire or rope. Then there is the Fishmobile, or the circus auto, which is a mechanical auto in the shape of a fish. There is also Wild Fyer, the bucking broncho who bucks and tears round in front of a cowboy in a two-wheeled cart. Another novelty is Dare Devil, a dashing Mexican on a zebra, which bucks and whirls round in very lively fashion.

Bahner Doscher Display

The Bahner, Doscher Co. occupied two rooms at the Palmer House and report a satisfactory business. Messrs. A. Watters and C. M. Kortright, resident salesman, were in charge. They showed about two hundred numbers in dolls, in fact had a room full of them. There was a big demand for these, and also for mechanical toys of which they showed a big assortment. The latter will be scarce and higher in price, as the supply is limited and the demand practically unabated.

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Owens & Kreiser Display

Among the attractive items shown by Owens & Kreiser at the Morrison Hotel are "Bounce, The Yankee Game." The principle of this is similar to that of the old bean bag except that a rubber ball is bounced on the floor and jumps into little metal baskets which are placed on a card. Each basket has a number so that an interesting game can be played, similar to the old time bean bag except perhaps much more interesting and with more skill required.

Another item is an attractive bird shooting game in which a pop gun is furnished for shooting at birds.

Kiddy Roulette is a little all-metal roulette wheel game, comprising both the wheel and squares upon which the chips or counters are to be placed.

The Royal Racer Sled with steel buffer is another feature of this display. As described in a previous issue, this line of sleds is fitted with a steel spring, as it were, in front which serves as a bumper in case the sled should hit a tree or other obstruction.

The Kiddie Kradle is an attractive little wooden cradle which operates by clockwork. The little girl winds it up and sets it going and then it keeps on going. It is said to retail from $2.50 to $3.00, including the bedding.

Ives Exhibit

Ives Air Glider sails every time and will sail as far as 500 feet under the best conditions. The difference between the Air Glider and an aeroplane is that in an Ives toy the propulsion is from an elastic rubber stretched and released at the time of motion, while in the toy aeroplane a rubber is attached to a propeller which is caused to go round and make the aeroplane fly. It is said that this type of Glider works every time, takes no skill and requires no time to wind up. Ives have only had this since February. It is a fifty cent retailer.

The Ives Company is showing an augmented mechanical boat line with more numbers than before. They are also showing a very expensive line of model yachts which have everything a real yacht has. As an example the sails are made of English shirting. Choice of four rigs is given: Jib and main sail, Marconi rigged, sloop and schooner style. The company is also showing construction sets for making yachts.

Geo. H. Bowman's Display

The George H. Bowman Co. of Cleveland are showing new features in both enamel ware and aluminum ware in toy cooking sets. They have white triple coated enamel toy cooking sets in four, five, six, seven and eight combinations. While they have had tea sets for some time the cooking sets are new. A polish finish is now given to some of their aluminum toy cooking sets, arranged in four to ten piece combinations. In these polished sets they reproduce in toy form combination kettles, double boilers, etc., not before shown in toys.

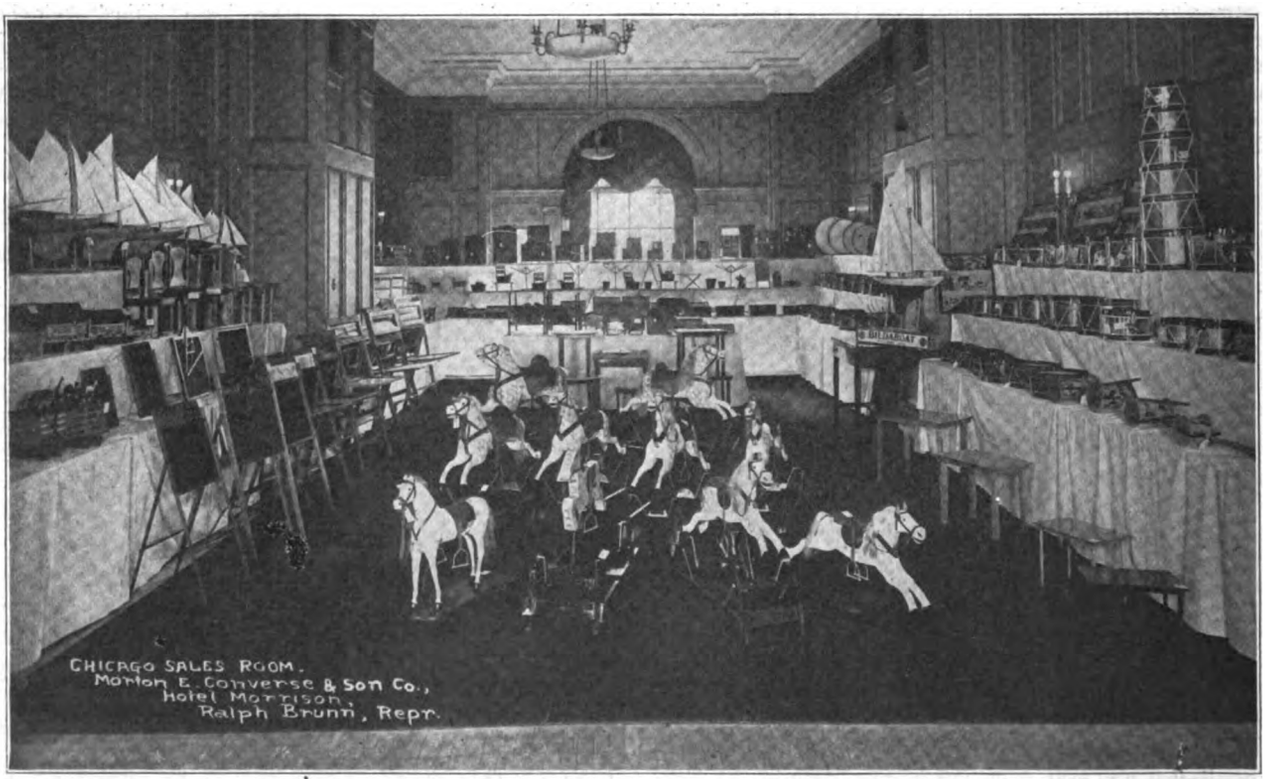
The Bowman-Vaughan line of horses and carts has been revamped and improved to a large extent. They are now using double disc wheels. They also use rolled edges on all metal edges, which means that no scratching of little fingers or tearing of baby clothes. Dapple gray horses are furnished with the carts. This year the items are running half as large again as ordinary items at the same price. Blue Boy, Sturdy Boy and Blue Streak are three attractive lines of all steel toy wagons equipped with disc wheels.

Improvement in Chummy

Through an improved mechanism the Chummy child's vehicle can now move back as well as forward. It is also made noiseless.

Mr. Hibner, the manufacturer of the Chummy, points out that the Chummy can work with either foot; also that the rider can maintain his balance no matter where the foot is on the Chummy on account of the low center of gravity and the method of construction. The Chummy is made by the H. E. M. Mfg. Co., of Hamilton, Ohio.

At the exhibit of the W. J. Baker Co., Newport, Ky., at the Morrison Hotel, Mr. E. M. Platt, in charge, is particularly enthusiastic about the sale of Skipmobiles. He has worked in the retail toy way a good deal and has long felt the demand for a scooter which would not tip over, something for girls as well as boys. Consequently he went to his company and at his suggestion they designed the Skipmobile. This is an underslung scooter with two rear wheels and one in front. It was placed on the market in the summer of 1921 and had a great sale last Christmas.



View of the Converse Room at Chicago Toy Fair.

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Gilbert Company Cut Prices to Pre-War Level and Below

The A. C. Gilbert exhibit was on one of the parlor floors at the Morrison Hotel and was in charge of Messrs. Trisch and Jencks. In addition to a full line of Gilbert toys these gentlemen had an installation of a wireless receiving station which attracted a great deal of interest among buyers, who are naturally "keyed up" on the subject of radio. They had two receiving stations installed, one a mineral set which retails at about $15.00, and the other a vacuum tube set which, with all accessories, retails at $50.00. Four wires 100 feet long were stretched down the corridor and these wires transmitted the air vibrations to the receiving instruments. There were no outdoor wires necessary, as most of the messages received came from the Westinghouse broadcasting station in Chicago.

The Gilbert Company is doing an immense business in radio and they are swamped with orders. Their business in this line alone will run into hundreds of thousands this year.

But although the radio business is large, the firm has not neglected its toy business in the least, but has been one of the pioneers in an aggressive warfare on war prices, and has made very drastic reductions in the prices of all its toys this year over former years. In fact, the company is back to pre-war prices, or even less.

Erector, one of the oldest construction toys in the Gilbert line, is now the biggest item in the toys. The prices have been reduced, and the sets start at $1.00. There is a set for $2.50, which sold at $3.00 in 1914. In fact, outfit No. 8, which was $25.00 in 1914, is now $20.00. These prices are selling the goods. All scientific toys have likewise received drastic revision in price, some having been cut from $10.00 to $2.50; others from $5.00 to $2.50. Mechanical sets that were $2.50 are now $1.00.

The company is also putting out some wonderful values in tool chests. As is well known to the trade, all Gilbert toys are boxed in neat packages or boxes made attractive by bright colored labels. The company has its own box factory and printing plant and both of them are busy.

At the Gilbert exhibit, representatives were also displaying the lines of the Kelmet Corporation. The big feature of this line is its steel construction toy. Among its new features are circular girders and slotted strips, enabling the boy to make many things which he could not do formerly. The engineer sets sell from $1.00 to $25.00.

Fleischaker & Baum

Fleischaker & Baum indicated their location with green lines running from the elevators down the hallway to their room, and bearing the phrase "Follow the Green Lines." They report a satisfactory business on the Ma-Ma and Pa-Pa dolls with the improved voices. Seventy-five per cent of the business is being done on talking dolls. They also report that lots of buyers back from Europe are coming in now and placing orders. Many of these buyers are none too optimistic as to the delivery of German goods purchased the last few months. The firm was represented by Walter Fleischaker, J. C. Rubin and F. W. Trumpore.

One of the new features of the Fleischaker line shown in Chicago for the first time is a music box doll. A clever little music box, which plays attractive airs, is hidden inside the doll so that the little lady can walk to music. They were also showing for the first time a clown doll. It is a large soft stuffed doll twenty-six inches long, and will retail at $5.00. It is called Pierrot, the French for clown. A butterfly on the cheek of Pierrot serves as a beauty patch and gives him quite a devilish appearance, don't you know.

Ronson Repeater

Ths display of the Ronson Repeater by the Art Metal Works at the Morrison attracted considerable attention. In addition to a representative display of the pistols the tables and walls were covered with diagrams and illustrations showing the extent of the advertising which is being done for this novelty. Liberal advertising is being done in both the trade papers and the general magazines and full pages in the Saturday Evening Post are to start April 22nd. The Ronson Repeater is already selling in the millions. It is said that 500,000 were sold in five weeks from advertising in the trade magazines. The article came out last Fall, but really got its start this year.



View of one section of the Illfelder display at the Morr ison.

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BRADLEY LINES AT PALMER HOUSE

The lines of the Milton Bradley Company and of McLoughlin Brothers, Inc., which is associated with that firm, were shown as usual on the fourth floor of the Palmer House. D. M. Proctor was in charge of the display and was assisted by Geo. M. Fox, son of George A. Fox, of the Milton Bradley Company. This is a case of two generations of toy men being in the business at the same time. George A. Fox is one of the best known men in the trade, having traveled the Western territory for years before assuming his duties as manager of the game department, which now keep him rather closely to Springfield, Mass., and New York City. His son, George M., after attending school at Boston University, associated himself with the Milton Bradley Company in their New York office, and is learning the game business, which he says he likes very much.

D. M. Proctor, the energetic representative of this firm, reports business as quite satisfactory. He returned from the Pacific Coast to be in attendance at the Chicago Toy Fair, and says that business is good all through the Pacific states. The Chicago Toy Fair has kept him and his assistant busy, and he reports that the new items are all selling well and that the old-established favorites are still as popular as ever.

Charlie Miller Makes "Handshaking" Visit

Charles E. Miller, of McLoughlin Brothers, Inc., was in Chicago a few days during the Fair making a "handshaking visit" and meeting his many old friends in the trade. Charlie has been forty years with McLoughlin Brothers and is an authority on juvenile books. He reports that the high priced books are selling better than for several years. He believes that this is due to the fact that the public schools are teaching more of art subjects than formerly and that a better taste among young people is evident. Many of the juvenile books which this firm is printing in eight colors are exquisite in every detail.

Embossing Company Lines

Mr. Schoonmaker, the well-known representative of the Embossing Company, was present at the Chicago Toy Fair at the Palmer House. He reports that general business is quite satisfactory and that the new line of blocks brought out in 1921 is selling way ahead of last year. Prices on everything have been reduced materially and this is enabling the retailer to give better values. Among the new items of the Embossing Company's line may be mentioned "Bend-I-Kins," which consists of little wooden men jointed with copper wire. These little figures can be made to take different positions such as the attitudes used in leap frog, tennis, golf, etc., and can be dressed in a variety of costumes. Costume sets are furnished, consisting of four colors of crepe paper; also design sheets for cutting out dresses and character heads. This new item has a big future and the orders being placed are very satisfactory.

This Chimpanzee Can Talk

If you want to know how a monkey says "Ma-ma" get a Ross & Ross doll and press its stomach and listen to it say "Ma-ma" in chimpanzee language. Ross & Ross, of Oakland, Calif., make a line of stuffed animals and dolls, 30 or 40 numbers of which are being shown at the Hotel Morrison by George Bathgate. The dolls are dressed in various colors and combinations and are very attractive. The chimpanzee mentioned above is one of their latest items.

Mawaphil

This name is formed from the name Mary Waterman Phillips, of Atlanta, Ga., who makes an attractive line of stockinette dolls, of which about twenty different numbers are being shown at the Morrison. These numbers are shown in all colors of the rainbow, dressed in beautiful silks, satins and other less expensive gowns, and are certainly very attractive.

BAKER AND BENNETT EXHIBIT

The Baker & Bennett Co. was represented at the Palmer House by Messrs. C. W. Ely, M. W. Vail, R. C. Parlett (the Kansas City representative) and E. M. Harris, their Chicago agent. The display occupied four rooms. Business is reported as fair, with quite a lot of buying for immediate delivery. This firm represents so many lines that they are selling the regular toy trade, and in addition the carnival people and premium houses. They also handle specialties for the furniture trade such as chairs, doll carriages and popular priced steering sleds. The firm has also gone into sporting goods and has a comprehensive line of this merchandise, for which there is reported a good demand. Mr. Ely reports a great deal of interest in radio apparatus. They are showing a loud horn amplifier retailing at $5.00 which is big value for the money. Very soon they expect to place on the market a receiving set for $10.00 with which there will be no necessity of either outside or inside wires.

The blackboards called "Lithoplate," made by the Richmond School Furniture Co., are selling very well. Also the line of juvenile furniture made by the Excelsior Seat Company. This furniture is finished in ivory with blue decorations, and is very attractive in appearance.

The baby phonograph called "Jeannette," is reported as selling well at $4.00 retail.

Baker & Bennett are also showing a new line of A B C blocks made in Menominee, Mich. These are attracting attention on account of the quality and price and the advantage of the western location as a shipping center.

Another novelty shown by the firm is "Gun-a-Plane," a bow gun which shoots a wood projectile shaped like an airplane. When released from the bow gun the airplane goes soaring away gracefully and will travel a distance of 200 to 300 feet in the open. There is also a clever Christmas tree lighting outfit called "Woodwin" which comes with both carbon or Mazda lights. It is complete with attachments, and additional units can be added.

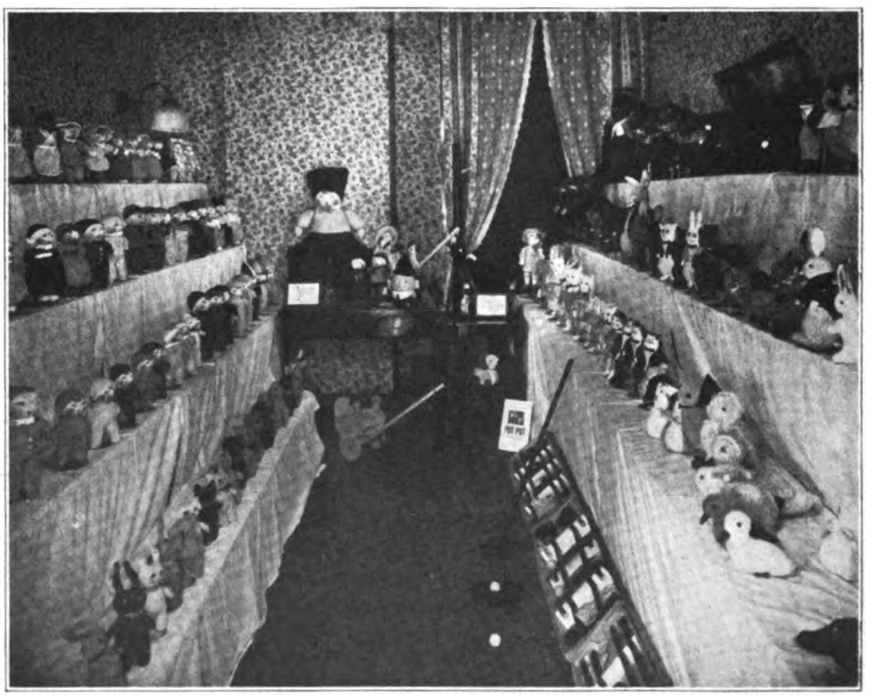


Exhibit of George Bathgate at Morrison. This included Mawaphil dolls, Ross & Ross' lines, Uthe Specialties Co., and Toy Kraft Co. goods.

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Chicago Toy Fair Notes

Three Unique Toy Salesmen

An unusual and very successful way of selling toys has been used by E. N. Piatt of 5148 Seyburn avenue, Detroit, Mich., traveling for the W. J. Baker Co., of Newport, Ky.

This salesman drives up in his automobile to the dealer's door and carries out the full line of samples, showing them right in the toy department of the store, from which the dealer can judge the better the amount of each article that is desired.

Mr. Piatt and son, Harry K. Piatt, and son-in-law, John Schmied, all of Detroit, traveled during last summer and up to late fall in southern Michigan, all of Ohio, northern West Virginia, northern Kentucky, Indiana, some of Illinois and Pennsylvania. They use two Fords with attractive painted bodies, and carried eleven different samples of the W. J. Baker line of children's vehicles and also 15 samples of toy furniture and novelties made by the Universal Toy & Novelty Mfg. Co. of Oak Park, Ill.

Mr. Piatt says that this method of selling meets with the hearty approval of the retailers because they see the goods right on their own floors and he has been successful in selling large quantities and he also was able to stop at many small towns which could not have been reached by train at all, and thereby increased the total sales in any given territory.

All Steel Juvenile Table

The Steel Craft Co., of Detroit, Mich., is showing a juvenile table made in regular juvenile size and furnished in either red or white colors. These items are made of sheet steel with baked enameled paint. They are very attractive in color and finish and the tables are strong enough to hold 500 pounds. These are said to be the only all steel tables on the market. They are shown at the Hotel Morrison by Mr. Eugene Schmidt, who is also representing the Master Craft Doll Co. line of the Flo-Vel Dolls.

A real talking machine, playing many records, that looks and works like a bigger machine and that retails at a very low price, was shown at the Great Northern Hotel by the Edgar Tool Co., Dayton, Ohio. This machine is 18 inches by 12 inches, and is called the Play-Ola.

Every little girl likes a walking doll. The Doddy-Walker shown by the Hanley Toy & Novelty Co., 20 East Jackson boulevard, will take practically any size doll or Teddy Bear and make it walk along as though it were alive. The little girl pushes it along by its handle. This handle is detachable and collapsible. Two sizes are shown, one at $1.00 and the other at $1.50.

The Drawing Master magazine is the official organ of the Draw Master Club of America, and is one of the big selling talks used by Mr. Sporley, of the Burdette-Murray Co. at the exhibit of the Drawing Master at the Great Northern Hotel. The March issue of this magazine comprises, among other things, lists of prize winners in the monthly painting and drawing contests conducted by the company. The children are certainly showing interest in their picture and letter prizes, and this magazine and the accompanying introductions in drawing, etc., should be a tremendous factor in increasing the sale of the Drawing Master.

Professional Moving Picture Machine

A new moving picture machine is shown by A. B. Cummings at the Morrison. This has a thirty foot projection, a shutter, and all improvements of a professional machine and retails for about $30.00, including the film and light.

The particular advantage of this machine is the smooth non-flickering running of the film, due to the shutter. They call it "Our Professional."

Oh, You Flirting, Strolling Bear!

Buyers walking by the exhibit of the Weideman Co., at the Hotel Morrison, were attracted by a pair of flashing eyes in a stuffed bear peering at them from a corridor near the door. This was the strolling bear made by the Fleischer Animals and shown by the Weideman Co. It has flash light eyes operated by a button on a lose string which pulls the bear on wheels. Mr. Leo Strauss, of the Weideman Company, or H. K. Ritter, one of the salesmen, lit Bruin's eyes every time a visitor came to the door. The bear is mounted on wheels and is pulled by a string. It is said that it will stand the weight of a man. The lighting eye feature should make it a great seller.

Gendron Wheel Exhibit

An interesting feature of the Gendron Wheel Co. exhibit is a board showing all the accessories and equipment used on Gendron automobiles. This large board is covered with black velvet and shows about twenty articles, including divided, adjustable wind shields, with air flex extension side; motometer, both large and small; gear shift levers; license tag, instrument boards showing imitation clock and speedometers, and large wood steering wheels used on most Gendron automobiles.

The Gendron fire department embraces the Fire Chief, to retail at around $10.00; the hose cart, and the hook and ladder, to retail around $27.50. These items have been worked out with great care and are receiving enthusiastic attention by the buyers. The Gendron exhibit occupies three rooms and is very attractively laid out.

"Ready-to-Make—You Sew It."

That is the slogan of the Pollyanna Company, whose display at the Morrison includes many styles of dresses, capes, etc., all ready for little girls to sew up, making the finished articles. The new items in the line of coats, with hats to match, also the Chin-Chin, a bloomer outfit of black sateen trimmed with highly contrasting material. This is very popular now for little girls' wear and will be equally popular for little girls to make for their dollies, etc. Another new item is the guimpe.

Another new number is an attractive package called the Teenie Weenie set which includes a doll with a complete wardrobe such as pajamas, envelope chemise, two dresses, capes, kimonas, each on a separate card ready to be sewed into the finished article. The entire set is packed in a neat box.

Each dress in the entire line comes in five different sizes sewed on to a card together with the material which the little girl can make up into finished item. They retail from 10 cents to $2.00 each, and are made by the Pollyanna Company, 1120 West Thirty-fifth street, Chicago.

Two new items being shown by the J. D. Sherman Mfg. Co., of West Van Buren street, Chicago, are the doll cart and wheelbarrow. These are in attractive colors and high enamel finish decorated in attractive designs. They are extremely attractive both in finish and unusual.

Two New Teeter Toys

The Teeter Toy Mfg. Co. is showing two new toys in addition to their Sand-o-Meter, which is a profitable dollar seller.

These toys are the Marble Conveyor Toy and the Sand Man Toy. In the marble conveyor toy a little man automatically pulls a string and releases one marble after another which rolls down several inclines. The action is automatically repeated as long as the marbles last. Mr. J. S. Jones, of the Teeter Toy Co., Chicago, is enthusiastic about the reception the buyers have given his toys at the Fair.

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Leipsic Fair Has Record Crowd

Attendance placed at 140,000 buyers from all parts of world. 16,000 exhibitors. Interesting features described, including the sandwich men.

BUYERS returning from the Leipsic Fair report that the attendance was greater than ever, and that the hotels and restaurants were literally swamped. It was almost impossible to get accommodations unless arranged for long in advance. The streets were so crowded it was physically exhausting to fight one's way through. One buyer reports that his party spent an hour one noon trying to find a place to lunch. They went from one cafe to another only to find every seat taken and dozens waiting in line. Finally they found a table in a remote summer garden and sat down in the rain to a repast of sandwiches and coffee.

The official reports placed the number visiting buyers at 140,000. This is slightly more than double the 65,000 attendance last year. There were 300 American toy buyers registered at the Fair.

It is possible to get an accurate count of the buyers because each buyer must register and receive an official badge before he is allowed to attend the exhibits. Some idea of the size of the exposition grounds may be had from the statement of a Chicago buyer that they cover about the same area as our "Loop." The Fair was open one week, March 5 to 11. Then it closed and the tens of thousands of buyers left town immediately. The railroad facilities are on the same large scale as the Fair, the Leipsic depot covering more ground than any terminal station in America.

The Fair was grouped as follows: Glass, metal, wood and toy industries in the center of the town in the numerous exhibition buildings, near the main station; the technical and machinery sections in Leipzig-Thonberg, somewhat outside the town, but easily accessible.

This year the Leipsic Messe has come back to its old world-wide importance as an exhibit of merchandise of all kinds. In order to give our readers a few ideas of its general features we quote from the report of a special correspondent to the *Toy and Fancy Goods Trader*, London:

One of the questions which I have frequently been asked during the last eight years is, "How does the British Industries Fair compare with Leipsic?" To anyone familiar with the latter such a question will probably provoke a smile of amusement; but as there are many readers of this journal who have little or no knowledge of what the Leipsic Fair really is, I shall do my best to answer the question by giving some impressions of the Fair, which was held in the early part of March. First of all, it may be necessary to explain that the Leipsic Fair is something entirely different from Trade Fairs as we know them in this country; it is not housed in one building, but in many. Many of these Messe Palasts, as they are called, have been erected specially for the Leipsic Fairs, and saving the spring and autumn Fair weeks, they are empty for the rest of the year.

It is within the memory of many buyers who visited Leipsic this year that the exhibitors were housed in the upper parts of the shops and any available rooms which could be obtained in the immediate vicinity of the Peterstrasse; but the demand for space became so great that colossal buildings began to be erected expressly for this business, and almost every other year has seen the opening of one or more of these new houses. A number of these houses, notably the Specks Hof, Concentra House, Handleshof, and others are sumptuous buildings, furnished and decorated in the most elaborate styles. These Fair buildings are situated in a certain circumscribed area bounded by custom, covering a considerable part of the city; but to such an extent has the Fair grown that it has now overflowed, and large buildings are appearing in districts which a few years ago would have been considered right outsdie the area of the Fair.

It is a flattering testimony to the amount of business done at the Leipsic Fair when it is remembered that the rooms in these buildings are taken on lease at high rents, and used in most cases only for two weeks in the whole year, being locked up



One of the crowded streets during the Leipsic Fair.

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and left vacant excepting during the Fair periods. Some of these Messe Palasts contain four to five hundred exhibitors, and are arranged with a view of displaying the goods to the very best advantage, fitted with sumptuous lifts, well heated throughout, and having restaurant, writing rooms, toilet rooms, and every other convenience that exhibitors and visitors could wish for in the building. The exhibitors at the Fair include almost every maker of toys and fancy goods of any consequence in Germany, with a slight sprinkling of an element foreign to the country. The complete statistics are not available at the time of writing, but from advance information furnished by the authorities, I gather that on the first two days about 140,000 visitors were registered, and the number of exhibitors was in the neighborhood of 16,000.



One of the principal streets during the Spring Messe.

Features of the "Messe"

The most characteristic feature of the Leipsic Fair is undoubtedly the daily procession of sandwichmen who parade through the thoroughfares which intersect the "Messe" zone. These men and women—for a number of the latter were also to be seen in the processions—carry or propel advertisements of every possible descriptions. The ingenuity displayed in contriving originality for this parade is really commendable, and some firms spend large sums in this way each year. Huge stuffed elephants, lions, Teddy bears, monster scooters, baby motors and a hundred and one other lines are to be seen; in addition many of the exhibitors favor a character advertisement, this is, a man dressed up to represent some particular product.

Another striking feature is the appearance of the various houses with signs protruding from every window telling all the passers-by who are the occupants of the various rooms from which the signs hang. While yet another characteristic is the lack of accommodation in the town for visitors during the Fair, the hotels being insufficient to house anything like the number of visitors, so that the majority find accommodation in private houses, where they have an opportunity of seeing and appreciating the domestic qualities of the German people. Even then thousands are unable to find accommodation in the town, and are obliged to go some distance out. An additional fact which is worth mentioning here is that business begins in good earnest at eight o'clock in the morning (seven o'clock English time), and continues without abatement till seven or eight in the evening.

What Was to be Seen

With nearly 16,000 exhibitors at the Fair, according to the official figures, it will easily be seen that no attempt to describe the various exhibits is possible. Several issues of this journal would be necessary if such a description were attempted, and all that may be done in the space at my disposal is to give some impressions; and the one which was most striking was the almost entire absence of real novelties. Those buyers who went to Leipsic on



Die wohnungsnot aufder Leipsizer Messe.

Cartoon showing the crowded conditions at the hotels during the Fair. The maid says: "Tomorrow the bath tub will be free. It will cost 3 marks more for the night."

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the look out for novelties of a sensational character must have been sadly disappointed; novelties there were, it is true, but these were few and far between, and for the greater part, they consisted of adaptations of old ideas to modern requirements. Dolls, soft toys, mechanical toys, these and other equally well-known lines, were in abundance, and, in fact, one could go into showroom after showroom and see practically the same displays. This impression was heightened by the fact that side by side with the manufacturers of certain lines there were exhibits by the collecting houses which contained the same pieces as the manufacturer showed next door. There were, of course, exceptions; and in Concentra House, where the various firms in the Concentra combine displayed their products, one found lines which could not be seen elsewhere. Possibly the biggest collection of novelties was that shown by Hermann Kaniss, of Charlottenburg, manufacturer of the now well known "Toto" game. This firm has introduced quite a variety of new lines, and as they possess undoubted selling qualities, it will not be long before they find their way into the shops here. Another line with good possibilities is a ball game named "Elasto." This is an ideal outdoor line for small lawns, and should sell well in this country. Although not exactly a new idea, the "Cassadora" living doll is a line that will be popular in the toy bazaars next Christmas, and as it can be demonstrated to produce lifelike movements and a natural cry, it is likely to make a big hit. Eisenmann & Co., of London and Fuerth, had a big display of dolls and toys, and it was interesting to note that the London dressed dolls were the most favorably received. Another well known firm, Gebr. Marklin & Co., were showing their big range of trains and mechanical toys.

A special paragraph is due to the Concentra House exhibit. Here one found more of the English atmosphere than anywhere else in the Fair, and naturally this was one of the centers of attraction for visitors from this country.

Another well known firm, Margarette Steiff, made a big show of their popular lines. These included all their regular models in stuffed animals and character dolls, while several new lines were to be seen. One of the best of these is a crowd of waddling ducks with a natural movement, which is as comical as it is clever.

President Ebert at Leipsic

During the Leipsic Fair, Herr Ebert, president of Germany, paid an official visit to Leipsic and spent some time in several of the principal Fair buildings. Being a State visit, a guard of honor, composed of a battalion of German troops, accompanied the procession, which created considerable interest amongst the British and foreign buyers present.

VIENNA A DEPRESSING CITY TO VISIT

An American buyer who went abroad for three months this winter and spring after attending the Leipsic Fair went to Vienna. The contrast between its former brilliance and present poverty is terrible. It was once like Paris or more so: gay, laughing, bright and happy. Now the streets are lifeless, many windows being still boarded up to escape the damage of former riots; beggars infest the streets and approaches to depots and hotels; cripples are everywhere. And there's nothing cheap but food, the prices being kept down by the government to prevent bread riots.

Poor old Vienna!

GERMAN GOODS SOAR TOO HIGH FOR U. S. BUYERS

Writing from Berlin, a newspaper correspondent makes the following comment on the situation:

Embryo exporters of German goods to America, attracted by the valuta and the cheapness of inland prices, now realize the day has passed when they could come over here and buy goods, ship them to the United States, and take their profits.

Even the large and long established German import and export houses are beset with many difficulties in meeting the American demand at levels which would warrant repeat orders. Prices continue to rise, labor is insisting on a larger share—and getting it—and stocks of goods are being hoarded or speculated in by those who are confident of further price advances. Merchandise on hand now constitutes the capital of many representative German businesses today—and said capital is increasing in value through the second wave of inflation occasioned by the speculative element which prefers merchandise on hand to paper marks in the bank.

Expects 50 Per Cent Increase

Retail conditions are barometric of the future. At the high class, well-established shops in this city, where the one-price-for-all policy governs, goods are quoted at retail in accordance with the wholesale cost. A pair of lisle socks, for instance, can be bought for 80 marks, but the same article from new stock shown on the same counter, is priced 150 marks. In a few weeks the same pair of socks is likely to be selling at 300 marks. The situation applies to all commodities. The stores say they are not permitted by government regulation to average their prices, and with the big advances in the price of goods now coming from the mills the consumer is rapidly absorbing the remnants of the bargain counter. Within a few months, when the cheap merchandise has gone, it is estimated prices will rule near 50 per cent increase.

Buyers Fear Price Advance

Among American buyers now returning to the United States from the Leipzig Fair the chief topic concerns what percentage of goods ordered by them will be delivered without heavy price advances—if the goods are delivered at all. Some of these buyers have been given to understand that in many industries their orders include a 20 per cent bonus to cover possible advances in labor costs, but those who have been here in the last few weeks, when the German mark renewed its downward slide, do not believe the manufacturer will consider it adequate protection.

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Retail Stores Push Radio

One tenth of broad casting radio telephone stations in country are run by department stores. Managers discuss subject in New York.

DEPARTMENT stores constitute 10 per cent of the licensed broadcasting radio telephone stations in the country a report of the National Retail Dry Goods Association reveals. In an analysis of conditions in advance of the First Radio Conference of Retail Merchants, April 18, at the Hotel Pennsylvania, the important position of the department store in radio merchandising is emphasized.

The conference, composed of representatives of all department stores concerned with the mercantile development or radio, will discuss the various problems arising from the necessity of establishing, on a dependable merchandising basis, the distribution of radio sets and parts. It is expected that the conference will result in effecting a long advance toward making wireless telephony an intimate, familiar and extremely useful medium of communication throughout the United States at an early date, and in communities that are sparsely settled as well as the large centers of population.

The Research Bureau's report shows that there are now in the United States 71 licensed broadcasting stations, of which seven are department stores. Of the seven, Philadelphia is the location of three; New York of one; Newark, N. J., of one; St. Louis, Mo., of one, and Los Angeles, Cal., of one.

Many Stores Want Licenses

These stores constitute a chain of broadcasting stations extending across the continent with every station equipped to take up radio sendings directly North and South within the boundaries of the United States. Scores of applications have already been filed by other stores throughout the country, for radio is now recognized as a merchandising opportunity of the first order, with $70,000,000—one per cent of the $7,000,000 total yearly sales by department stores—as the conservative estimate of the sales volume ready for immediate exploitation. In many of the large stores of New York, Chicago, and Pittsburgh the sale of radio apparatus averages from $5,000 to $6,000 weekly, and this is in spite of the prevalence of a shortage in manufactured sets and parts that leaves deliveries far behind the volume of orders placed by the public.

The overwhelming growth in demand has come about within the course of a single year, for radio was little more than a toy—a matter of amusing experiment—in April, 1921. The first notable concentration of popular interest in the subject came in connection with the presidential election in November, 1920, when the Westinghouse Electric and Manufacturing Co., equipped with large transmitting stations at its Pittsburgh, Pa., and Cleveland, O., plants for private communication, essayed the experiment of announcing the election returns through the Pittsburgh station. It was the first "broadcasting" of information having interest for the general public. Every dealer in electrical goods in Pittsburgh and the vicinity sold out of radio supplies on the strength of that first broadcasting. Ever since, it has been a race between supply and demand, with supply continually far in the rear.

Types of receiving installations such as afford really adequate service—sets that dispense with the head receiver, adapt themselves to group audiences as does the phonograph, and are equipped to receive sendings of any class up to hundreds of miles—class at once as merchandise of high quality, ranging in price from $100 to $500. While installations of this better class are not expected to eliminate the smaller and cheaper sets, they are recognized by expert merchandisers as being the factors which must necessarily determine the status of the radio business of the future, making it, like the phonograph, an important department of the general retail store.

Such stores, the National Retail Dry Goods Association's Research Bureau points out, must also take the lead in broadcasting, serving in no localities a function more useful than in the sparsely settled districts, where their normal capital investments, point to them as the natural broadcasters as well as venders of radio equipment.

Radio as Guardian of Life and Property

Difficulties incident to procuring of license and of radio broadcasting equipment are minimized for these stores by reason of the minimum "interference" entailed by their locations. Their function, as broadcasters, is of prime importance to their communities, not merely as enabling rural populations to enjoy, by means of relay, the finest entertainments provided in every great metropolis, but as guardians of property and even of life itself in grave emergencies.

Under conditions of flood, storm, fire and other disaster, when telephone and telegraph wires go down, the enterprising store in the rural district will remain a rock of refuge, with its broadcasting station, for passing the warning and for summoning aid.

Under normal conditions, it becomes the reliable daily ally of the United States Department of Agriculture in transmitting to farmers weather forecasts, national and local produce quotations and practical lectures by the Government's own experts on husbandry. The farm produce price situation, as it now exists, calls for the interjection of a factor such as the store broadcasting station to provide the American farmer with the practical equivalent of the stockbroker's ticker and to place him on even terms of information with the medium of handling his various crops.

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EXTENSIVE RADIO CONTEST STARTED BY GIMBEL'S, PHILADELPHIA

Ten Groups of Contestants Established to Arouse Interest in Radio Construction—20 Awards Will Be Made

Gimbel Brothers, Philadelphia, are starting a radio contest, to close June 10. It is strictly to be confined to amateurs, no one who has ever received pay in this field to be eligible.

Ellis Gimbel, Jr., who has charge of the radio department and broadcasting station, states that the purpose of the contest is to setimulate an already-growing interest in the subject among people of all ages, and to foster their desire to build their own equipment. In this way, improvements are bound to be made, perhaps by accident, and discoveries will no doubt, advance the science.

There are to be 20 awards, two for each of 10 groups. The first group embraces those who will make the smallest receiving set. It is prophesied that a set will be constructed which can fit into a match box. The second will be the most unique receiving set, that is to say, the idea of wireless must be linked up in some novel way.

Group three will be the finest constructed receiving set, in the opinion of the radio engineers who will act as judges. Leaders in the field have evidenced their willingness to serve on the board. Group four consists of the smallest complete receiving and sending set, to transmit and receive at least five miles, this limitation making it essential that it be useful as well as diminutive. Groups five and six are open only to the Boy Scouts, group five being for the finest receiving set constructed by a Boy Scout, and group six for the finest receiving and transmitting set constructed by the entire troup. The award for this class will go to the troop and will likely be a handsome cup to be exhibited in its club rooms. The seventh group is the most efficiently constructed crystal detector set; group eight, most efficiently constructed vacuum tube detector set, and group nine, the most efficiently constructed vacuum tube detector and amplifying set. Group ten is to be the set having the most home-made parts.

Mr. Gimbell believes that a radio department depends largely for its success upon the men that are hired to sell the equipment. It is essential that experts be stationed behind the counters, as the customers take it for granted that those to whom they go to buy will also act as a kind of information bureau and help them with the details in which they are not proficient. The department has been doing a capacity business since its installation, and a great interest has been shown in the concert programs.

Installs Radio Department in Waterloo Store

Waterloo, Ia.—The Paul Davis Dry Goods Co. is entering the radio field early and have made arrangements to handle wireless apparatus at their store. In conjunction with the new radio department they will have a set installed in the store with a magnavox reproducing outfit for the benefit of patrons. Experts will be in charge.

SALESMAN DESCRIBES RADIO BUSINESS.

A SALESMAN for one of the well known electrical companies in the toy field has spent a large amount of time lately in investigating the possibilities of radio selling by toy dealers, and has traveled extensively calling on dealers who are putting these appliances in their stocks. Here are a few facts as he gives them to us:

The retail radio business is divided into two parts; namely, the selling of complete sets; second, the sale of parts for the making of these sets. He seems to favor the selling of parts as being the larger end of the business because of the fact that a complete set is so expensive, while with the gradual expenditure of a few dollars occasionally a boy can gradually build up a complete set. He suggests that in order to start business a dealer buy a few complete sets and then buy the parts for the building of sets.

As an example of what can be done with parts, here are some of the necessary parts for building a set, together with the approximate retail prices of each:

Rheostat	$ 1.50
Socket	.75
Detector bulb	6.00
Condensor	5.00
Wiring, including aerial wire	
Battery	15.00
Head sets (telephone)	8.00

This would total to retail at something over $50.00 and we are told would make up a very good set. The value of this from the boy's standpoint is not only in the value of the set when it is complete, but the fun of putting it together. So far a large part of the sales have been to boys and young men of mechanical inclination and this can be encouraged with profit to the dealer. Parts are said to be becoming more and more plentiful. The sets are still hard to get. The salesman says that the real cheap sets are N. G. except in large cities where broadcasting is done, for the reason that with the small sets one can only hear about 50 miles, whereas broadcasting might mean many hundreds of miles from the home of the owner. It is much more worth while to have a set that can listen in on a 500 or a thousand mile radius because the programs, etc., is what a man is buying the set for anyhow, and if he can't get anything but a small program or an occasional voice, the set isn't worth anything.

One firm is selling either a set or parts for about $50.00 or $60.00 with which one can hear a distance of 500 miles.

A receiving set in a dealer's store is a great attraction for trade. One dealer in Baltimore put in a receiving set the latter part of February and said that he increased his toy business 25% on account of the people that came in to listen to the Radio.

If dealers are interested in installing a Radio department in their toy departments we will be glad to give their names to manufacturers of parts who can communicate with them.

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THE YOUNGEST RADIO OPERATOR

Seven Year Old Son of Director for Charlie Chaplin is Youngest Licensed Radio Operator in World

The radio germ is no respector of age, as thousands of gray-beard enthusiasts would testify. Meantime at the other end of the age scale, its victims are legion, as every one knows. It would be hard to find a wide-awake boy above the age of twelve who is not interested in radio. But it rather takes the breath away to read of an expert radio enthusiast at the age of seven. Yet the *Pacific Radio News* (the name of which has more recently been changed to *Radio*), in a recent issue gave a detailed account of the accomplishments of a California amateur of that tender age. We read:

"Robert Garcia, seven-year-old son of Allen Garcia, director for Charlie Chaplin, is the youngest licensed radio operator in the world. Official confirmation of his success in passing the amateur's examination with a percentage of 92 was recently received from Major J. F. Dillon, U. S. Radio Inspector at San Francisco."

The account of the child's astonishing feat, which would tax credulity had it not received editorial authentication, is given by the boy's father, and has interest for parents and pedagogs whether or not they care for radio. Here is the record:

Devours All the Catalogs

"From the time that his father took an interest in radio (November, 1920), Robert would read the catalogs and manufacturers' advertisements which most every aspirant to the realm of radio is inevitably equipped with, he would ask father some rather embarrassing questions regarding hookups and frequencies, oscillations, amplifications, and many other things that poor father then could not answer, that made the latter sit up nights and study till early morning so as not to fall in the estimation of his son.

"Then he hit upon the idea that if father would let him listen on his set he would learn the code and be able to copy. So the father turned the set over to him in the daytime with the understanding that he learn the code first by heart in two days. Within 24 hours he accomplished that, and later would sit for hours till he heard some sign at a speed that he could copy. He was a little sticker, remaining at the set for three or four hours at a stretch. Later, when father took out a license and was assigned a call, Robert's interest was increased till he had to be shown the workings of every part of the transmitting set and given a concise explanation of everything, including circuits.

"For several days the lad went around drawing circuits on the back of everything in the house, and, strange to say, once shown a circuit, no matter how complicated, he could reproduce it by memory, and has several of his original drawings now that can't be improved on for detail. Five weeks before Robert passed his examination he could not copy even at the rate of five words per minute, but he showed sufficient interest that he begged his father to let him take the test.

Father Decides to Help the Boy

"Seeing that the boy really meant business, he made up his mind to coach him and give him a chance. First he made him copy a buzzer, sending words of two or three letters, then increasing speed till the boy acquired a speed of twenty words per minute. Then the words of greater length, and finally numerals and words were resorted to till he could copy 50 or 100 words in succession. In the meantime he would explain to the youngster the theory of both transmitting and receiving sets, using the technical terms and parallelling them with a kindergarten explanation so that the little mind could readily understand. That done he gave the boy a copy of the regulations regarding the transmission of signals, etc., and laid out a certain amount to memorize so that he would understand the meaning and would be capable of writing it word for word whenever called upon to do it in the future. This he accomplished beyond the father's wildest expectations.

"Then came the big surprise. He had but five weeks in which to prepare for his examination. When he took the test every one that saw him smiled and felt that he was there merely to please his father's vanity. Several lads, many years his senior, fell by the wayside, and several men tried in vain to pass the test. Robert just smiled all through the three solid hours of his examination and if any one said anything to him he would answer with a broad smile and wink, as if to say 'watch me fool them,' and he, only a child of seven years, did what very few ever accomplished—passed with 92 per cent.

"Since passing the examination two manufacturers have honored him with parts for the set he is going to install. He has filed an application for a station license and is going to put it up himself. He has declined an offer to install the set and begs his father to let him do it all alone."

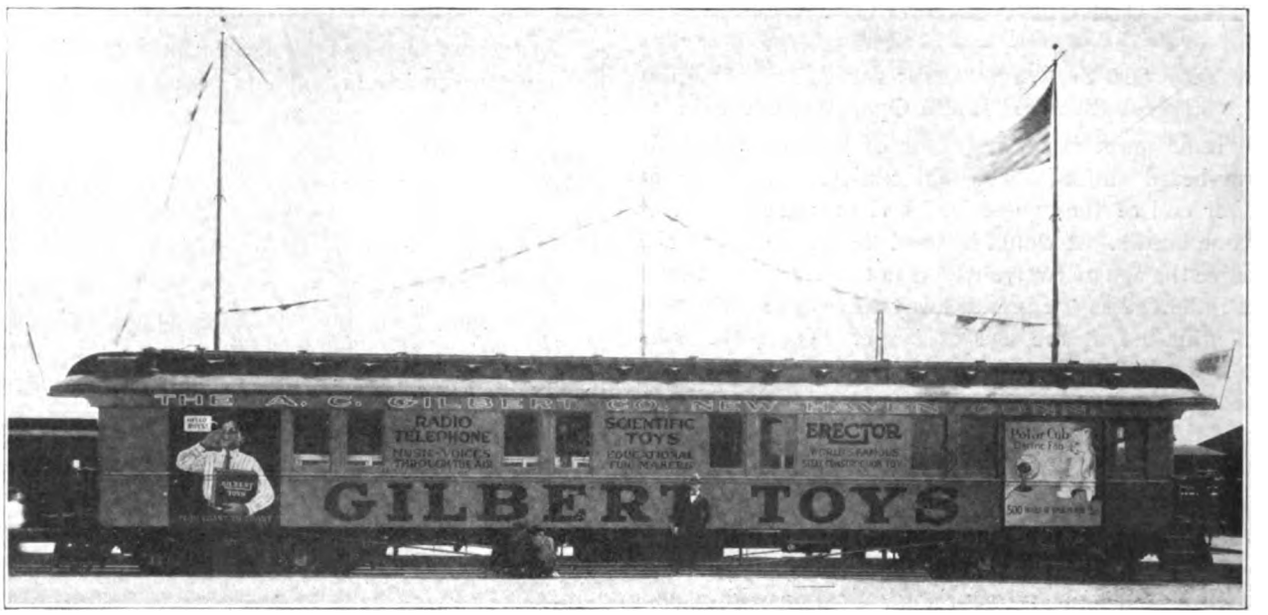
LAZARUS' RADIO DEPARTMENT

One of the recent radio departments is that installed by F. & R. Lazarus & Co., department store of Columbus, Ohio. This new department was started early in March although buying trips had been made and much thought given to the subject several weeks before that date. The radio line is situated right at the edge of the all-year toy department.

The sales are far ahead of the available supply. In fact more attention has to be given to getting the materials than to selling them. In proportion to the size of space devoted to this line the sales are probably greater than in most lines in a store. A complete outfit sells at from perhaps $200 to $400 which is comparable in volume to sales of pianos, expensive sets of furniture, etc., and yet the volume of space needed is much smaller than for these lines."

Mr. C. W. Sharp became buyer for toys for F. & R. Lazarus & Company late in December, 1921. This department is attractively laid out with a full line of toys on one of the upper floors of the store.

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View of the car from outside. Mr. Gilbert in the foreground.

Gilbert's Demonstration Car—A New Stunt in Toydom

SOMETHING new in the promotion of American toys has been undertaken by the A. C. Gilbert Co. of New Haven, Conn. A demonstration car, fitted up complete, and bearing the advertisement "GILBERT Toys" in immense letters, was started from New Haven on April 12. A reception to 5,000 boys and girls and their parents at New Haven was a fitting "send off" for this unique and sensational stunt. The exposition car is now traveling through New England, and the itinerary includes such cities as Providence, Fall River, Boston, Portland, Manchester, Springfield, Hartford, Conn., and others. By May 17th the car will have reached Waterbury, Conn. The next stage of the journey will take it to Poughkeepsie, and up the Hudson to Albany: then to Buffalo and back through central New York into Pennsylvania. It will eventually travel to the Pacific Coast.

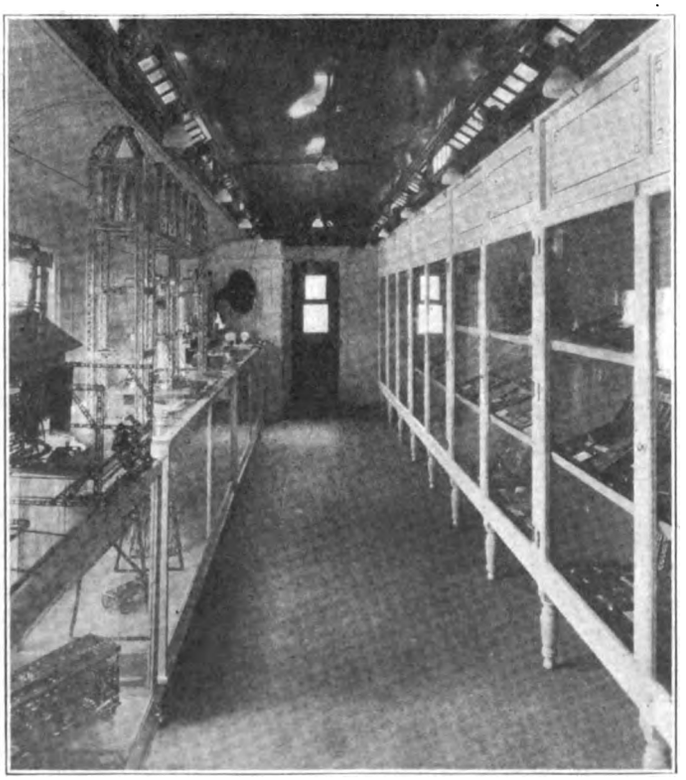
The car is meeting an enthusiastic reception all along the line. At New London it had over 2,000 visitors and at Providence over 2,500.

Every person the firm has talked to who has had an opportunity to see the car seems tremendously impressed with the magnitude of the plan and as the merchandising manager of one of the leading department stores of New Haven remarked: "It is undoubtedly the biggest thing of its kind ever done by any manufacturer for his customers."

The reception which has greeted the car everywhere it has been leads the Gilbert Co. to believe that they have a tremendous co-operative merchandising plan. The whole plan was Mr. Gilberts' idea personally. He worked out the details with the assistance of the staff and deserves credit for having originated a new and great idea in toy merchandising.

Car Rebuilt at Gilbert Factory.

The car was bought from a railroad company, was taken to New Haven and rebuilt under the direction of Mr. Gilbert in his factory. It is a regulation sleeper made over for the particular needs of the Gilbert Co.. It is painted yellow and the slogans, "Gilbert Toys" and "From Coast to Coast, "Real Toys for Real Boys" are in bright red. Some stunning combination of colors.



Main aisle of car.

There will be an advance agent who will go ahead of the car and arrange the publicity, also the demonstrations for merchants. Then the salesman whose territory the car is traversing will travel with it while it is in his "domain." In addition there is a regular caretaker with the car.

Great Publicity for Car.

A big broadcast circular to dealers tells all about the exposition car and illustrates it in yellow and red. Window display cards, 20 x 45 inches, in full colors will be supplied to dealers to herald the approach of the car. Tickets for customers will be given dealers so that the boys and girls of the town can see the car by applying for tickets at the stores handling Gilbert toys. The dealer's name will be run in the newspaper ads which announce the car. Gilbert dealers will benefit by the tremendous advertising value of such a sensational stunt.

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car traveling from coast to coast, stopping at the cities of our leading customers.

Outfitted at unstinted cost, a minutely-equipped car with every detail developed to the highest point.

Every one of the famous Gilbert Toys is carried. They



Another view of interior showing way the goods are displayed.

The circular announcing the car reads in part as follows:

The most far-reaching and effective undertaking in co-operative merchandising between manufacturer and dealers ever conceived. A completely fitted dealer demonstration are interest-inspiring exhibits of wonderful operating models never before seen by dealers and their customers.

That most wonderful science—the wireless telephone—is demonstrated daily. Concerts, music, the human voice, are picked right out of the air.

Every day the car is thrown open to boys, girls and their parents. Free exhibitions are given to all those holding tickets which you give them. No one admitted without tickets. No goods sold in the car. All inquiries referred to our dealers.

U. S. PRODUCTION NOW 85 PER CENT

Secretary Hoover Makes This Statement and Adds That the Business Depression is Past

Asserting that the number of unemployed has dropped from 6,500,000 last July, to 3,000,000 now, and that production of American industries is now 85 per cent of capacity, compared with 25 per cent a year ago, Herbert Hoover, secretary of commerce, told members of the Denver Civic and Commercial Association, that the business depression has long since passed.

In less than 18 months, said Secretary Hoover, price levels have fallen more than 50 per cent, the greatest fall and with the greatest velocity ever known in our history.

"We have been through a great commodity crisis, a great commodity panic, but the outstanding thing of all this depression has been that we have had no financial panic at the time of our commodity panic. It is the first time in our history that we have gone through a great major depression without a financial panic, and the reason we have weathered this situation with infinitely less losses, destruction, and bankruptcy, than we would otherwise have suffered, is because of the structure called the Federal Reserve Bank."

The trend turned last July, he went on, when interest rates began to fall. Since that time, he said, we have been steadily climbing upward from the bottom of the economic ditch. Commenting on the present productivity of industries, Secretary Hoover said the efficiency now shown was of a character that we had not known for 20 years. With the exception of one or two states, savings deposits have been increasing month by month.

YOU ARE RIGHT, MR. WRIGLEY

WILLIAM WRIGLEY, the chewing gum manufacturer, spends $10,000 every day of his life for advertising. A friend breezily informed him some time ago that he was a fool. Was his gum not well known everywhere? Could it not be seen on every confectionery counter? Was is not being chewed in billions of sticks?

"Yes," Wrigley replied, "my distribution is all you say it is. I suppose my gum has established its name. But I honestly believe if I stopped advertising I would go broke in time. You see I have to keep reminding the people that they have bought my gum and that they liked it. Then they will keep on buying it. If I don't advertise, then they are just about ninety-nine per cent sure to be influenced by somebody who does advertise."

Saying which, Mr. Wrigley preached a sermon on advertising that needs nothing added to it. We are not going to insult the intelligence of any reader by attempting to point out the moral. It is there, however, big as all outdoors. It is something that every retailer—and every manufacturer and jobber for that matter—can well afford to heed in these piping times of peace when few indeed can truthfully say they are overwhelmed with business.

Mr. Wrigley, we don't chew your gum. We don't chew anybody's gum. But we want to tell you right here and now that you know how to advertise. More power to you!

An April Fool's Table

Field's Party and Favor Bureau took advantage of the month of April to have an April Fool's table that was suggestive of many delightful things to be obtained in the favor section of the toy department. Red and green was the color scheme—court jester's colors—and it was carried out chiefly by means of red and green glasses and red, green and white crepe paper. A small doll dressed in red crepe paper with a green cap stood to welcome the guests. Papier mache rolls, chocolate eclaire and other tempting things to eat—all in papier mache—were the favors, and two papier mache fish (the Fish of April or Poison d'Avril of the French) lay at each corner.

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German Competition In The World's Markets

By J. C. Osborne, Second Vice-President of the American Chamber of Commerce in Berlin

ARTICLES have appeared in many American newspapers and periodicals for some time past, calling attention to the great activity in German manufacturing circles and to the impossibility of American manufacturers competing against German goods in the world's markets because of their low prices.

It is an undoubted fact that this has been the case for the past year and a half and has caused manufacturers in all of the countries, where a higher exchange prevails, a good deal of anxiety. It is also largely responsible for the attention that various governments have given to their own and Germany's economic and trade conditions and has induced them to consider higher tariffs and other measures to protect their industries from German competition.

The writer was in America about six months ago and made the statement to a group of business men there, who were complaining of the impossibility of competing with German prices, that within two years Germany would be in the same competitive position in the world's markets that she was in before the war. That is, instead of being able to underbid the American manufacturer about 100 per cent or more—as she was doing at that time—she would only have about a 10 per cent advantage, which was about normal in pre-war times.

This statement aroused some astonishment; which was, perhaps, not surprising in view of their lack of knowledge of what is happening in Germany, but the most amazing fact concerning this matter is that the average German business man—in spite of his opportunities to observe the trend of conditions—exhibits the same astonishment as the American does when this opinion is expressed. Moreover, he will show a tendency to dispute it, even though every indication points to a fairly rapid consummation of this condition.

Germany's advantage in trade today is due to her low productive costs and these low productive costs are due partly to the low wages paid to workmen and employes, to low traffic rates on the railroads, to low postal rates, and to the general effect that these low productive costs have on living and business conditions within the country in general.

Wages in Germany have increased about 1,500 per cent over those paid in pre-war times, but as the mark has depreciated about 4,500 per cent, the wages paid in marks only equal about one quarter of what is paid in America, taking into consideration the fact that normal wages in America were higher than normal wages in Germany and that wages in America are higher than formerly. The German wage earner is only able to live on these low earnings because of the system of subsidies paid on imported food stuffs by the Government and the control that is exercised over the increase in house rentals.

This rental control in Berlin—which is more or less similar all over Germany—permits the landlord to charge an increase of only 70 per cent over pre-war rentals. Where hot water and central heating is supplied, the tenents pay nine-tenths of the cost of all coal and heating material used, in addition to the 70 per cent increase. As the average employe lives in a house where hot water and central heating is not supplied, this means that he pays only a little more than half as much again for rent than he formerly did, although wages and everything else is from fifteen to twenty times higher.

Through the system of subsidies paid on imported food stuffs the government has been paying a certain percentage of the cost to the importers so that they have been retailed considerably below their cost price.

Passenger and freight rates are at least 50 per cent lower in Germany than in other countries and the losses incurred by railways are also made good by the government subsidies. In a recent statement issued by the Minister of Railways, it was stated that the shortage during the past year amounted to six billion marks.

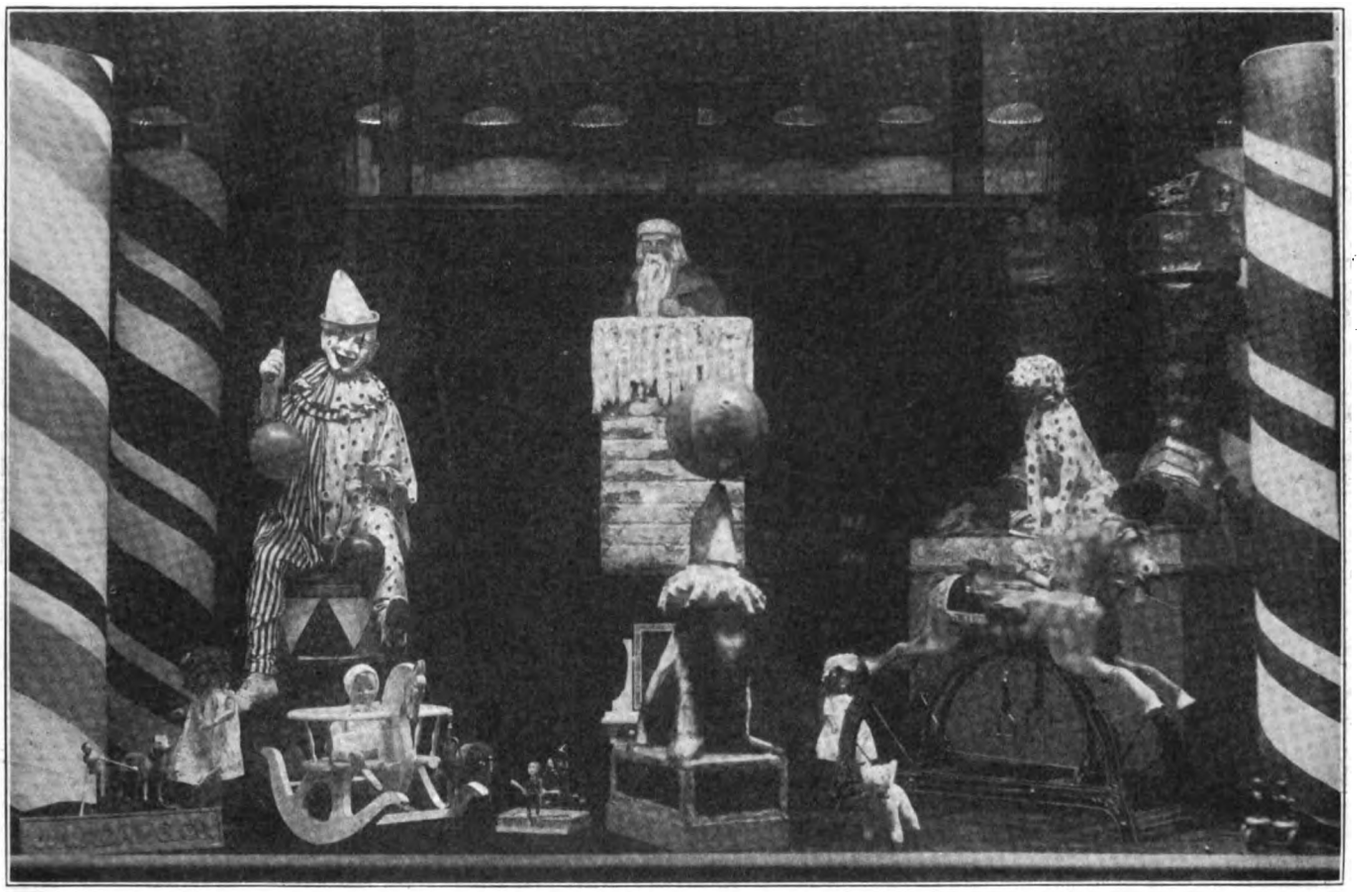
Letter postal rates on foreign mail is M.4.00 in Germany at the present time against five cents (M.10.00) in the United States. Other letter and parcel post rates are in the same proportion. The Post Office Department had a tremendous deficit in 1921, which had to be made up by government subsidies.

It is obvious that this is a wholly illogical economic condition. The landlord cannot pay for the repairs and maintenance of his property nor get sufficient income from it on a 70 per cent increase in his returns when everything else costs from 1,500 per cent to 2,000 per cent more. The government, on the other hand, cannot raise taxes enough to cover the subsidies it pays, as well as its internal administration expenses, so that the economic situation is constantly getting worse and worse.

The Reparation Commission have taken cognizance of this and have recently demanded that Germany abandon this system of subsidies and raise their postal and railroad rates to a point where these will be self sustaining. They have also made representations against the food subsidies. They have done this because they feel that the subsidies interfere with Germany's ability to pay reparations.

During this past year rentals have increased from 40 per cent to 70 per cent. Postal rates have increased over 400 per cent, railroad rates have increased 300 per cent and food stuffs have increased from 150 per cent to 250 per cent. There has also been an increase in the cost of clothing and all other necessities to a much greater extent than is indicated by the figures given above. All these are increases over the high prices that prevailed previous to January 1921, and which were then considerably higher than pre-war prices in the first three items mentioned and from 1,000 per cent to 1,500 per cent in the latter items.

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MECHANICAL CHRISTMAS WINDOW

By Walter R. Lantaff for J. N. Adams & Co., Buffalo, New York

SANTA CLAUS going up and down the chimney has grouped around him a wonderful array of mechanical stunts. The life-size clown revolves on a barrel moving his legs, arms, and head. The seal with moving head balances a revolving ball on his nose. "Puss in Boots" bobs her head out of one boot just as a dog puts his head out of the top of the other boot. A large dog is seated between the boots moving his head from side to side as a mouse runs out of the holes in the toes of the boots.

It is this kind of a display that will not only gain attention but hold it, as everybody wants to see all that is happening in the window. A display of this kind will always be remembered and thus be a permanent advertisement for the store and its toy department.

These increases in necessities have already resulted in almost a 150 per cent increase in wages during the past year, and as rents make a further advance, which they eventually will do to a parity with the prices of other necessities, and prices of food stuffs go up because of the lack of these subsidies that are paid at present and which the government must eventually abandon; a further increase in wages will have to be paid to enable the wage earner to live and these wages will, of necessity, be comparative to those paid in other countries, regardless of the rate of exchange in marks.

A large proportion of the raw materials used in Germany must be imported by her manufacturers from outside countries at world market prices and the domestic raw materials are only procurable at lower prices because of the lower wages of the producers at the present time. As wages increase, these domestic raw materials will also gradually reach world market prices.

While in all countries where the exchange is normal or almost so, wages and prices are stationary or showing improvement by going down; in Germany, on the contrary, wages and prices are constantly increasing. Last November, when the mark went to over three hundred to the dollar, prices of all commodities jumped to a very considerable extent and the demand for increased wages was very general. In December, however, when the mark improved to one hundred and sixty for the dollar, prices did not depreciate any, instead, they continued to increase. Since this last increase in the value of the mark, it has again fallen to a little over 200 per dollar, but at the time this was written it was showing some improvement which may continue through the coming summer. Should it happen that this improvement carries the mark where it stood last July, the price advantage that German manufacturers have enjoyed would be wiped out.

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A CHRISTMAS WINDOW DISPLAY

By Jack Cameron for Harris-Emery Co., Des Moines, Iowa

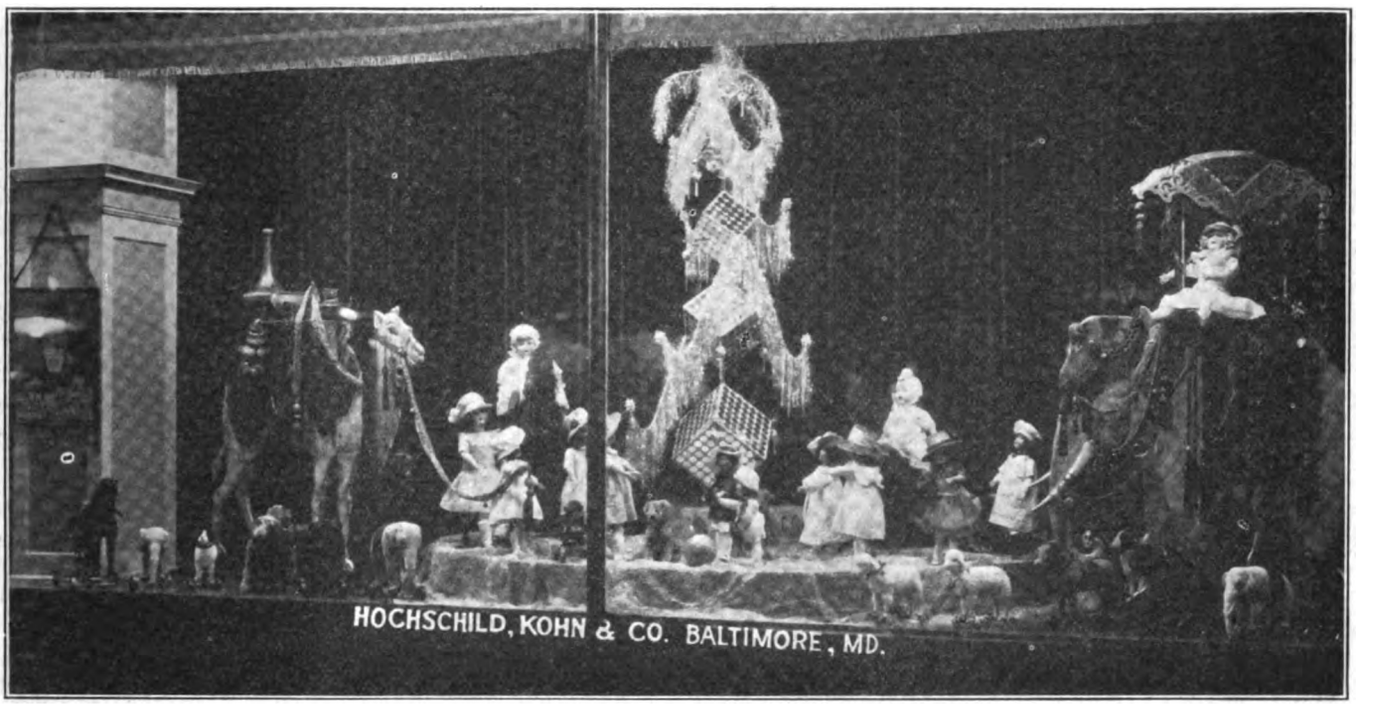
THE decorative feature of this window consisted of nineteen miniature Christmas trees mounted on a series of steps reaching up into the center of the window. These trees were profusely decorated with brilliant ornaments and tinsel and a red spotlight was made to automatically throw a light back and forth on these trees.

A playground slide was placed in the center of the window facing towards the plate glass with large-sized dolls and Teddy bears sliding down the slide.

The family of almost life-size tigers in the foreground of the window had movable heads that bobbed up and down and worked from side to side.

The balance of the window was taken up with an interesting grouping of all sorts of the better toys.

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ORIENTAL SETTING FOR TOY WINDOW

By C. A. Vosburg for Hochschild, Kohn & Co., Baltimore, Md.

AN ORIENTAL setting for a toy display is always good because it not only gives one the opportunity of introducing brilliant color and design in the window but it is suggestive of the most interesting stories to be found in story books.

The background of this window was of royal purple velour. In the center was a huge set of revolving pyramids of crystal blocks, on which were focused two 500 candle power flood light, two 250 candle power flood lights and two 250 candle power spot lights, in various colors that gave a charming lighting effect.

At the sides were a large hand-carved wood camel and elephant, which were beautifully hand-painted and decorated with gold cloth, gold tassels and jewels.

The semi-circled platform was covered with orchid plush and draped with a wide meshed silver cloth, which reflected the color lights; this added much to the brilliant lighting scheme. The dolls were posed looking in amazement at the pyramid of revolving blocks.

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Big Dutch Wooden Shoes and Toy Ones

Unique industry carried on in the gardens of a picturesque Michigan city. Make wooden shoes for the grown-up and toy shoes for dolls, and for favors. Made with lightning speed by hand.

By FELIX J. KOCH

ONE of these days, when you've a holiday open and a notion to travel to real foreign parts we suggest that you take the first passing steam-car and travel, post haste, to Holland.

No, of course, reader friend, you cannot get overseas to the actual Netherlands from the Anglo-Saxon countries by rail as yet—the long discussed tunnel beneath the British Channel is still little more than an engineer's dream—but the Holland of this especial excursion is to be reached from any part of the United States by railway nicely, being a very prosperous shire town of Michigan.

Holland has received its name, it may be mentioned, because so many of its first inhabitants were from the Netherlands and the name remains because, even today, so many of the people, so many of their manners and customs, are typically Dutch. In Holland, Mich., the churches rise in types of architecture exactly as one sees these in the city of the Netherlands. In Holland they serve you the Dutch rusks, and you may gather the narcissi and tulpis and the blossoms of other Dutch bulbs, and in the big Platz or common you will find men speaking in the patois of Holland, even as you may do in the real Netherlands. So, here in Holland, Mich., you will find that folk who must work in the out-of-doors, or in the kitchens, and especially those having work in cellars and other damp places, going about in real Dutch wooden shoes.

These shoes, in all sizes for the actual wearing, and countless thousands of other specimens for dolls, for the Christmas trees, sometimes to be used in lieu of place-cards at festal tables, are being produced by genuine Dutch wooden shoemakers in the back gardens of Holland.

To loiter with some intending shoe buyer down one of the little garden paths between the Dutch lilies and the larkspur and the portulaca to where such a cobbler may be at work; then to sit by and watch him and the neighbors' boys, who are but too glad to help; and, above all, to listen to the secrets and lore of wooden shoemaking as this falls from his lips between puffs at his pipe, is an experience indeed.



Rowan at His Desk. A Customer Waiting.

Best renowned of all these Dutch shoe producers of Holland probably is an aged Dutchman named Rowan; sixty-two, he will tell you, is his age.

You will find Rowan at work, pleasant days, in a real Dutch garden almost within shadow of the Calvinist church; other times in a simple, substantial shop just to rear. The immaculate white walls, the equally perfectly aligned shingles to this little cobbler's establishment remind one at once of the ultra-tidy shops of all descriptions at Broek and Monnickendam.

"How ve make 'em?" Mr. Rowan repeats your question, as you beg to be shown the process of making wooden shoes as the Dutch alone can. "I show you, better as I can tell you."

He gives a twirl to his reddish moustache and puts a few queries to his son, who interprets in turn.

Basswood it appears is, by all odds, the best wood obtainable in this country for wooden shoes of all descriptions and at Holland, fortunately, wood of this sort may be obtained comparatively close by. The wood is purchased by the shoe producer on a basis of roughly four cents the foot in the raw log and this means, then, that an average log will come to four dollars or so.

The log duly chosen it is brought to the shoe plant by wagon—who ever heard of a real Dutch shoemaker employing an automobile—and there prepared for reducing to more workable lengths. The log, that is to say, is cut into sections fourteen feet in length; these sections, boards, or planks, as you may choose to call them, brought forth by a saw fashioned just to this end. Basically, this device is what is known to lumber cutters as a "cross-cut saw," motor driven; but so mounted, at the Rowan shoe plant, that the saw blade proper comes out of a little door, cuts the log left just outside the shed, and then retreats inside the shed. Thus the heavy log may be hauled to position by the wagon or team; the saw be sheltered at a moment's notice from the rains.

The planks or boards in proper sequence—and leave the Dutch alone to see that all things are quite in order—Rowan sets to work with whichsoever one he may choose.

First of all this slab of timber is split into pieces six inches wide. These al-

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low of convenient handling.

Taking up any one of these blocks of the bass, the old man sets to work with his hatchet. To watch him, in the early stages of the task, is to see what seems a harmless old man playing, as a man will in his dotage. Now here, now there, he chops and chips; big pieces, small pieces, fall from under. Only, inspect very carefully, now that he rests a moment at his task and you'll find that it isn't exactly a hachet, but a hand-axe, a tool not so familiar to most, which the wooden shoemaker is using. Somehow one gets greater force with this; the axe has a way of excelling the hatchet in bringing the block to conclusions. Before ever you'd half believe it possible that block of wood has become a form, roughly a triangle, but with the sides sloping toward the points. In five minutes this triangular shaped clod, for such is



Making Doll Shoes at Spare Moments.

what it appears most to be, is finished to the good man's satisfaction.

But you haven't a wooden shoe as yet; really, far from it! A real Dutch wooden shoe is a labor of love, it bears individual characteristics, ear-marks, of its especial maker's manufacture. These come in what might be called the "shaping down," the hand process which follows. The work is done by the man with a huge knife, used first to cut, carve, the shoe to exactly the desired shape; then to smooth it over. The plumber, smoothing putty before giving it the concealing coat of paint, never performs a neater "job," in smoothing out every possible protuberance above the rounding surface than old Mijnheer Rowan turns out with his heavy knife here at Holland!

Given your shoe in its outer form, however, it is obviously impossible to wear it. Basswood is altogether too hard for even the most stolid Dutchman's foot to force its way through to comfort. There must, therefore, be a place made for the feet and this is done by boring. For the better part of the shoes turned out here Rowan uses just one monster bore, an iron affair like some magic wand in his fingers. Just to start things he bores a bit by power; then he takes this handbore in hand. Now here, now there, with a skill born of decades of practice, he causes the sharp-edged tool to feel its way. Meanwhile he puffs at his heavy clay pipe or sings old Dutch hymns or cracks some jest in Dutch for his son's translating to the caller. Boring the shoes has become almost instinctive with him; he feels his way in, in, into that wood, rather than sees what he is doing! All the boring—the machine bore and the hand bore—required by a shoe of largest size here does not require over two minutes.

Remember, though, once more that wooden shoe making, as one meets it in Holland, is still individual labor, that there attaches to it still love and pride in craft. Every pair of shoes leaving here must go forth a credit to the skill of Mijnheer Rowan.

As result, after all that boring is done, Rowan takes the two near-perfect forms that will soon be shoes and sits himself on a bench in the garden. The good wife chats from the kitchen near, the grandchildren play around and chat with him. Meanwhile he hollows the shoes by hand, finishing touches, half an hour to the pair.

Before so very long the wooden shoes are finished and ready for sale.

Beg pardon, we should have said the shoes are ready for delivery.

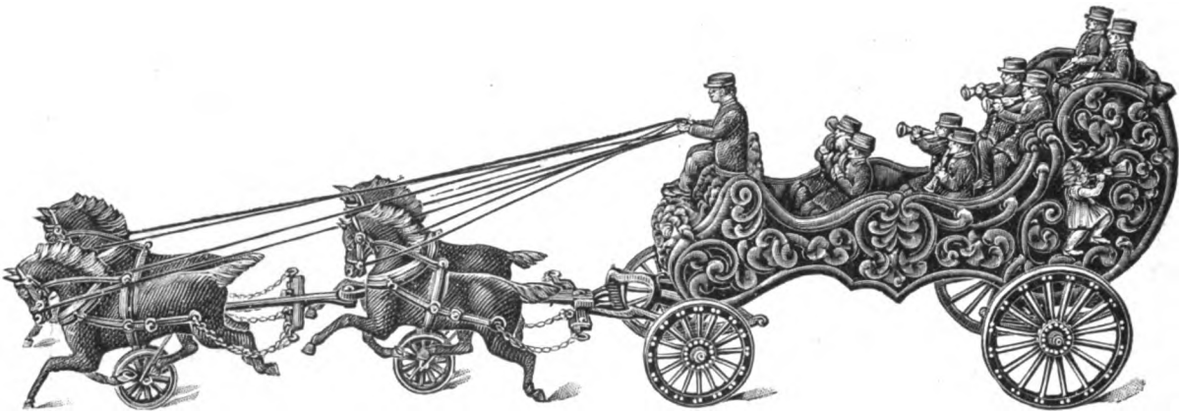
Here at Holland old man Rowan has served families for three generations. These families know just about how long a given pair of wooden shoes will last some member of the clan when of a given age. Little girls do not wear out shoes as rapidly as boys; men in the fields need a new pair sooner than other men doing indoor work. So they give Rowan notice about when they want some more shoes, a pair for Jan, for Marie, for Katinka, and he makes these to order, very nearly. When the shoes are done he may deliver himself, or send the little grandson with the sabots. Wrap them, even tie them—that were sheerest waste and waste is a thing unknown to a Dutchman.

But it's only after you watched Rowan at his day's work quite some time that you fully realize how varied the sizes and hence the labors of Dutch shoe production. In shoes for boys, lads of from four to fourteen years of age, for example, not less than eight sizes are made. Again, with adult shoes there is a difference between men's shoes and women's, the women's are cut considerably smaller for the same size.

Shoes for actual wearing are made as small as six inches in length. The largest shoe turned out now is the number thirteen and a half, twelve and a half inches long on the inside.

Rowan sells the shoes at eighty cents the pair irrespective of size, for it is quite as much work to make a small shoe as a large and the material that enters in becomes an almost negligible item as between sizes.

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AN INNOVATION IN IRON TOYS

"The Greatest Show on Earth" has arrived, heralded by a parade, that the children come miles to see. The writer happened to drop in to the show rooms of The Owens-Kreiser Company in New York just as it was passing by.

Without doubt one of the most striking lines of novelties displayed this spring is the iron toy circus parade manufactured by the well known iron toys maker—The Hubley Manufacturing Company. This parade is made up of high-grade circus toys that are exceedingly attractive in design and color.

First, you see the ornate and gilded band chariot containing ten, musicians; then a herd of elephants; then open cages containing lions, tigers, bears, rhinoceroses and other animals; then clowns both large and small; then a steam calliope that actually whistles as it is pulled along; then other items, which, in circus vernacular, are "too numerous to mention."

It is the intention of the makers of these toys to add additional circus novelties from time to time. This is in keeping with the idea of the average child who will want to add to its circus parade. The demand for these toys has far exceeded the expectations of the manufacturers and they are highly gratified with the manner in which the trade has expressed its interest in the line.

THE WYANDOTTE SHOOTING GAME

The big feature of the new Wyandotte Shooting Game is that the manufacturers furnish with it one of their No. 2 Break Pop Guns which have an accurate range of about 12 feet. The All Metal Products Co., Wyandotte, Mich., who manufacture the Shooting Game, are large manufacturers of toy guns and pistols, and consider their No. 2 Pop Gun the best possible item for the shooting game purpose.

Three celluloid birds are furnished, each on an individual perch. The game is attractively packed in a lithographed box. A colored net is used for the back stop. The outfit is exceedingly attractive and the "whole shooting match" retails for a dollar.

ADDITIONAL SPACE FOR ZELLER LACQUER

The Zeller Lacquer Manufacturing Company have taken additional office space in the Canadian Pacific building, 342 Madison avenue, New York City. This act was made necessary by the steady increase in volume of business secured by this organization. This additional space will be devoted to accounting, stenographic and other clerical divisions of the business. A stock of standard grades of Zeller lacquer in the smaller containers will also be carried for the convenience of customers. It is planned also to eventually establish a large display room where many unusual finishes can be seen applied to a wide variety of goods.

Kite Maker Triples Production

Geo. D. Wanner & Co. of Dayton, Ohio, has tripled production of kites in the past year. They make the E-Z-Fly Tail-less Folding Kites which retail at 10 cents. The special feature of the E-Z-Fly kite is that it will fly easily in a light breeze. On this feature Mr. Wanner claims special superiority. For heavy wind, a light tail is helpful. Each kite is wrapped separately, making easy selling. The folding feature permits carrying stock in small space and eliminates breakages. The next few months will all be big months for E-Z-Fly kites, which fly easily in light winds.

ALEMITE EQUIPMENT.

One of the features of the American-National auto line for 1922 is Alemite equipment. The American-National has the exclusive use of this feature this year, and they say it is making sales for them in large quantities at the Chicago fair. In fact, they attribute part of their large increase for this year over last year to this Alemite equipment. This Junior Alemite equipment includes a small can of grease, a grease gun, waste and book of instructions, and is standard equipment on several of their juvenile automobiles.

The wheels of these cars have Alemite receiving attachments on the principal bearings for lubrication with the Alemite grease gun. An advantage of this system is greater ease of lubrication, but the great big advantage is that the boy has a car like his dad and he feels like a big man being able to take care of it like the biggest car in his neighborhood. Ninety-five per cent of the big cars being manufactured now are said to be equipped with this style of lubrication. It is being advertised nationally and is already well-known all over the country.

Another feature of their display is their coupe, which is realistic in every respect with raising and lowering glass windows, adjustable wind shield, etc.

Little Jim Speedster

The Larimer Mfg. Co., of Aurora, Ill., exhibited the Little Jim Speedster at the room of Charles H. Carroll. This is similar to a coaster wagon, with the sides off and might be described as a chassis exercising machine for the development of children. It operates by the child pulling a cord which is attached to an axle of the rear wheel. The child naturally moves frontward and backward, pulling and releasing this cord which is operated in a very ingenious mechanical way. The machine is a great developer for children. It is equipped with rubber tired wheels.

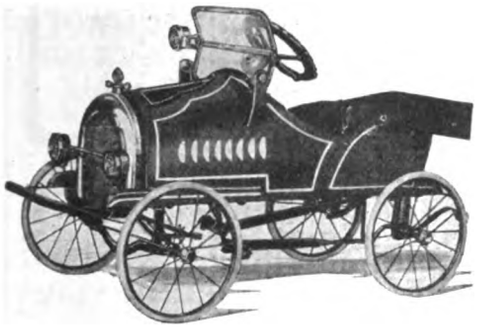
The Liberty Coaster being made by the Venetian Toy Co., Chicago, is being shown by Charles H. Carroll. The price and construction points are the features of this item. It is equipped with roller bearing rubber tired disc wheels.

The Wood Specialty Co., of Chicago, who make a low priced highly decorated line of wood post beds and play yards, are also showing their goods at Charles H. Carroll's at the Hotel Morrison

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"SOMETHING ELSE AGAIN" FROM AMERICAN-NATIONAL CO.

Just as the Paris fashion dictators are always creating something new to delight the feminine fancy, so the American-National Company, manufacturers of juvenile and baby vehicles, Toledo, Ohio, are always first on the market with something new in wheel playthings that captivates the kiddies.

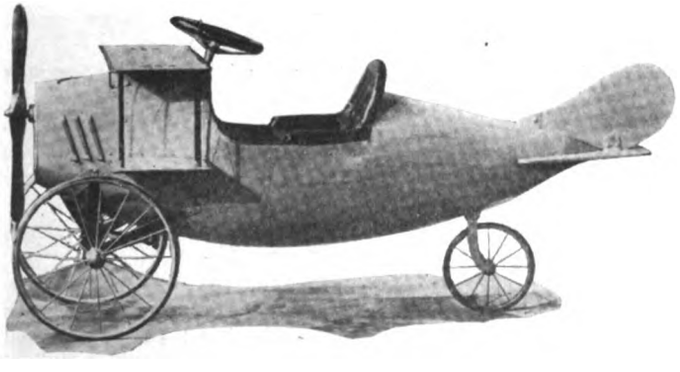


Now it is a divided windshield, adjustable forward or backward, for juvenile automobiles, and is the first ever put on the market. The illustration shows the windshield tilted forward. The bottom part of the shield can be adjusted as well as the top, and if desired the entire windshield can be laid over on the hood.

In addition to the divided windshield, this Hudson model No. 539 is up to the well-known American standard in all respects. It has 12x1½ inch rubber tired wheels, red enameled; 12x37 inch body finished in Cadillac brown with black, yellow and tan striping; new improved knuckle joint steering gear with underslung front axle. The steering wheel is American composition with hand grip and hand control. The well-known American screecher signal, which so delights the youngsters, is also on this model, together with motometer, American metal road lamp with non-glare lens, American instrument board, adjustable gear shift, operating lights and stop signal in rear. Jar-not springs make riding in this auto comfortable, and its imitation leather cloth top gives the classy appearance so much appreciated by Young America. Lights, back and front, self-retained bearings in rear axle bracket, metal nickel-plated radiator, and bumper complete the equipment of this popular, fast selling vehicle.

AMERICAN ACE——A NEW VEHICLE

The "American Ace" is the name of a new child's vehicle being manufactured by Leon R. Paul, whose headquarters are the Hotel Morrison, Chicago. It is shaped like an aeroplane and



is all metal except the propeller which is of hardened wood. The propeller revolves when the car is run either forwards or backwards, and this is one of the attractive features. The car is steered by the rear wheel. The length of the vehicle over all is about 4½ feet and the weight is not over 40 pounds. Will retail for about $25. The color is aeroplane grey.

The Ohio Metal Wheel Company, of Waynesburg, Ohio, has started the manufacture of the juvenile auto invented by T. M. Vaughan, who is president of the company. The feature of this car is that the engine runs when the child pedals the car along.

FINDS GERMAN TOY MARKET UPSET

American Importer Says Prices Are Erratic and Have Advanced Two and Three Hundred Per Cent in Last Three Months—Extremely Difficult to Get Merchandise at Right Price for Export

MR. GERSON of the Invincible Importing Co., New York, has recently returned from Germany and makes the following enlightening report on conditions in the German toy market:

"I left New York on December 10th, and after the worst trip I ever experienced I finally reached Berlin. Here I found conditions had not improved at all since my last visit there in July, 1921. On the contrary, instead of a somewhat stable condition of the market, I found everything extremely upset due to a great extent to the fluctuation of the exchange.

"While I found large quantities of merchandise available, still the conditions reminded me of a bag of oats suspended from a long pole before a horse but which food he could not reach. I found that the prices were entirely out of proportion to the values and such that they could not be sold to the American market at any reasonable figure. Even though I had exceptional connections and knew many of the manufacturers personally, it took me from the middle of December until the middle of March to obtain the merchandise that I wanted. In fact, if it had not been for my Berlin office and the connections they had established, I would not have been able to obtain 25 per cent of the merchandise that I did.

"It seems that the prevalent condition of sale is to leave the price open contingent upon the value of the mark at the time the order is shipped. There is another motive attached to this condition, namely, the manufacturer is never sure of his cost of production, as the workingman finds it necessary to strike for an increase in salary almost every three weeks. Economic conditions make it necessary for the workingman to demand this increase as the average married workingman in the toy industry is paid approximately 680 marks a week. Figuring the mark at today's exchange, which is about 300 marks to the dollar, his salary would be equal to $2.27 per week. When you figure that it requires fifty marks to buy a pound of butter, you can easily realize how badly off the German working people are.

"The German government has issued an edict that all manufacturers selling merchandise for export must guarantee that dollars have been deposited in Germany to pay for the merchandise purchased. They evidently require the dollar to aid them in paying the indemnity. This is to prevent marks being bought in foreign countries and drafts presented at the banks for payment in marks, thus preventing Germany from having the advantage of having dollars in the banks.

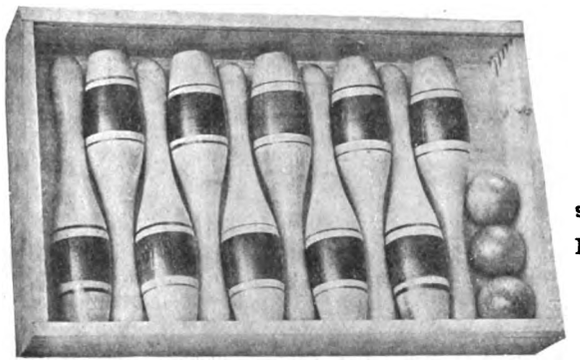
"In order to show how rapidly the market increased in value, I could have sold every dollar's worth of merchandise I purchased—and I purchased a considerable quantity—at a very handsome profit without the merchandise ever leaving Germany. I found that I could not replace any of the goods I had bought for less than 200 per cent increase in price. Ofttimes the increase is over 300 per cent. One can, therefore, judge the conditions of the market by the fact that merchandise advanced from two to three hundred per cent in about three months' period of time. I also found that merchandise I had purchased in January and delivered in March cost me 50 per cent more due to the increase in freight rates.

"There is no predicting the outcome of these conditions or the stabilizing of the German market. One can only sit back and hope for the best."

The Ducky Family

All the Ducky Family from Wooster, Ohio, was up at the Fair in the display of George Bathgate. This line is made by the Toy Kraft Co., of Wooster, and includes the Duckie Walker, My Lady's doll cart, and various other attractive wooden items.

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Made in 3 sizes

Attractively striped in colors

Each set packed in subsantial WOODEN BOX

TRADE MARK
Wizard Bubble Blower
Blows Multiple Bubbles within Bubbles
PATENTED

Made in 2 Sizes

WIZARD retails for 10c JUNIOR retails for 5c

Attractive proposition to jobbers and selling agents
Write for descriptive circular and prices
We manufacture special doll and toy parts of all kinds

BOGERT & HOPPER, Inc. **71 Barclay St., New York**

CHILDREN ROMP IN "VALLEY OF PLAY" AS MOTHERS SHOP

Playground in Juvenile Section of Boston Store Also Serves to Display Infants' Furniture and Other Articles for Kiddies

"The Valley of Play," which has just been installed in the Shepard Co., Boston, children's section, is a service feature destined to become extremely popular with mothers and kiddies.

An attractive play house and library with fresh-looking white walls gaily decorated with paintings depicting children's fables is in charge of a capable woman who looks after the children while mothers shop throughout the store. The entrance to this juvenile playhouse is guarded by two corpulent policemen figures. An entrancing fireplace in harmony with the white book cases, containing the best known children's volumes, comfortable chairs, and three tables, in sizes described in the story of the "Three Bears"—one table for the very little children, with a tiny reading lamp for one medium children with a bigger lamp, and one for big children with a great big lamp—are some of the popular features of the library.

An inviting settee for mothers who might wish to rest while the children read, is another feature of the library.

Across the way is the "treasure house of fun." Not only does it provide for the housing of hobbie horses, an overflowing sandbox and other children's delights, but it serves to display infants' and children's furniture, screens, cribs, etc. Much care and attention to various details was paid to make the playhouse entirely safe for youngsters, thus allowing the mothers to shop with a sense of security and comfort. Miss Dorothy C. Brickett, a graduate of the Leland Powers School of Expression, is the "Mistress of Play," as she is called and story teller in charge of this new rendezvous. She has had considerable training in playground work and story telling.

Doud & Son Co., Winona, Minn., showed the Scout Runner at the Morrison and also at the Palmer House. Their exhibit at the latter place was in charge of Thomas F. Reid, their Chicago representative. This vehicle has been on the market for two years and the sales are reported as quite satisfactory. It is propelled by the handle working backwards and forwards, and retails for $5.00.

MARKS BROS. AND KEYSTONE MOVIEGRAPH

Mr. B. Marks represented Marks Brothers Co., and the Keystone Mfg. Co., both of Boston, at the Chicago Toy Fair. He reported that there was an especially good sale of golf sets, which retail from 50 cents to $2.50. These golf sets allow the juvenile player to take a whirl at golf either indoors or outdoors. As golf is growing in popularity, so the toy golf sets are sharing in the favor.

Moving picture machines are meeting with favor from American buyers. It is the contention of American manufacturers that buyers are much more favorably inclined towards domestic moving picture machines than they are toward the European, and that in time the latter will find the market here more difficult. This seems to be indicated by the attitude of buyers themselves towards this class of merchandise. Marks Brothers are making better machines this year than ever, with several important and surprisingly clever mechanical features added to the Keystone Moviegraph.

THORDARSON ADDS RADIO

The Thordarson Electric Mfg. Co., Chicago, has added radio apparatus to its line and showed several items at the Hotel Morrison. Among the parts being made are: Amplifying transformer, oscillating transformer, condenser, spark gap rotors, baby rotor, filiament transformers, plate supply transformers, resonant and non-resonant spark transformers.

The Golf Club's Rival

The Put-Put Home Golf outfit, made by the Uthe Specialty Co., of Elyria, Ohio, bids fair to be a rival of the golf court. This outfit can be used in outdoor playing and should be as much more interesting than croquet as golf is more interesting than croquet. It is finished in workmanlike style and attractively packed.

This company has done a lot of publicity work and reports excellent trade.

Favors, Toy & Novelty Importing Corp. occupied three rooms at the Morrison with a large line of favors, table ornaments and mechanical toys and dolls. They had a room full of dolls and the exhibit was impressive. They also had a large variety of 10 cent mechanical toys. In Christmas tree ornaments they had many novelties never seen before. The whole line was very bright and appealing. Leon Kelhetter and I. Fiskelow waited on the trade.

Frank and Son are the New York representatives of an interesting line of electric trains.

Another Point Against 'Em.

Politicians know the ropes—they smoke so many of them.—*Wilkes-Barre Times Leader.*

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Christmas Decorations by Mr. A. Hopkins for the Toy Department of Gimbel Bros., New York



THIS shows one end of the Toy Department decorated to represent an ice covered grotto. The ice-wall was made by covering it over with chicken wire on which was puffed a heavy paper while it was damp. When this paper dried it was painted white and over this scattered a heavy coating of crushed mica.

Winter scenes painted on canvas could be seen through the openings in the grotto.

Posed on overhanging ice ledges were life size polar bears and seals. The seals had large revolving cubes poised on the tips of their noses.

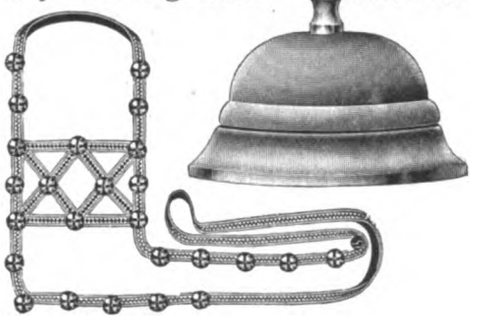
These cubes were covered with small circular mirrors that flashed rays of light all over the room as they revolved.

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The N. N. HILL BRASS CO.

EAST HAMPTON, CONN.

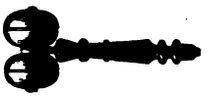
Boys' Driving Reins



Call Bells



Bell Rattles



Tea Bells

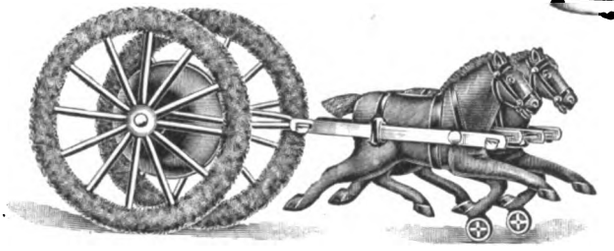


Bellphones



Patent Applied for

Parlor Chimes



A Toy Desk Telephone with two-inch diameter rotary electric stroke bell and sanitary transmitter mouthpiece. All parts polished and highly nickel plated, excepting receiver, standard and mouthpiece, which are improved rubber enamel finish.

Movable transmitter adjustable to any position. Connecting cord made from spring and holly green yarn interwoven.

To clean the mouthpiece simply unscrew it from the transmitter and after sterilizing in boiling water screw into position again.

Moral:—Buy the Bellphone and save the Kiddies.

Representatives: RIEMANN, SEABREY CO., 11-15 Union Square, N. Y.
GEO. P. PAINE, 718 Mission St., San Francisco, Cal.

of interest to you!

Every month we publish what we term "A sane catalog of seasonable merchandise."

The name of this little 12-page monthly is

The Bowman Arrow

It contains no jokes, no personals, and no bunk. It is a valuable thing for you to get because it will make you money.

We will place you on its mailing list if you write and say you want us to do so.

BOWMAN ASSOCIATED TOY FACTORIES

The Geo. H. Bowman Co. **The Minerva Mfg. Co.**
The Bowman-Vaughan Co. **The Johns Mch. & Stamping Works Co.**

224-226-228 Euclid Avenue CLEVELAND, OHIO

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MOHICAN BALLOONS



The original, easily handled, quick sale, profit-getting side line.

Mohican Balloons are noted for their snappy, bright colors, uniformity of thickness and length of necks, and unusually high quality. They may be handled with little trouble, no comebacks and quick repeat sales.

The Mohican 1922 line offers a variety of sizes and shapes to meet every requirement and price. Quantity production guarantees you immediate deliveries.

Air and Gas Balloons
Squawking Balloons
Valve Balloons
Novelty Balloons
Advertising Balloons
Envelope Assortments (10c Retail)
Box Assortments (25c Retail)

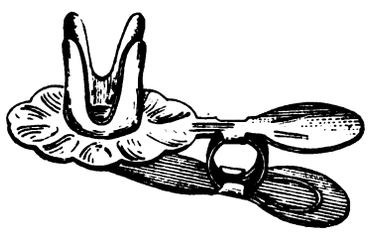
Descriptive catalogue, our 1922 price list, and samples gladly sent at your request. Let us prove Mohican Balloons are better.

The Mohican Rubber Co.

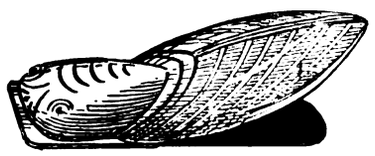
220 Miller Street
ASHLAND OHIO

Canadian Representatives, EVANS & CO., LTD., 247 St. Paul St., West, Montreal, Canada

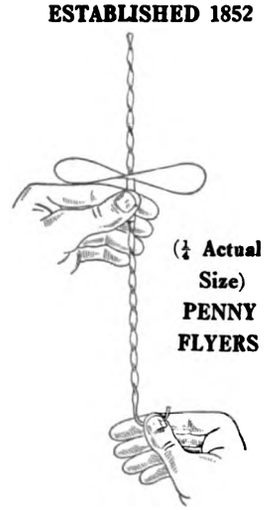
ESTABLISHED 1852



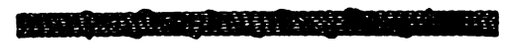
NO. 55—PEERLESS CANDLE HOLDERS



LOCUST SNAPPERS



(½ Actual Size) PENNY FLYERS



NO. 100—TWISTED TREE WIRES (½ Size)



FROG SNAPPERS

Frog and Locust Snappers Are Packed in 25 and 50 gross packages.

All prices for Christmas Merchandise are guaranteed against decline during 1922. Prices on Year 'round items guaranteed up to date of shipment.

Buyers are urged to place their 1922 orders for our merchandise at once.

Catalog SAMPLES and PRICE LIST sent on Request

THE KIRCHHOF PATENT COMPANY

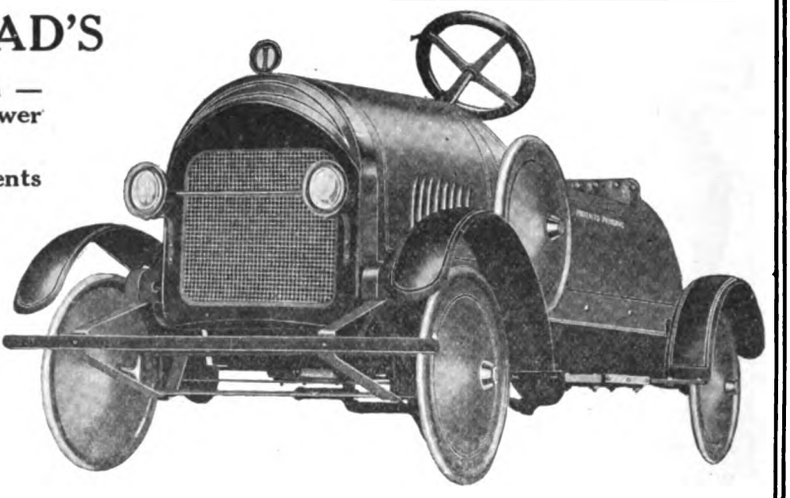
30-32 Stirling Street, Newark, N. J., U. S. A.

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THE CAR WITH THE ENGINE!

RUNS JUST LIKE DAD'S

The Valves Bob Up and Down —
But the Child Provides the Power
MADE IN 12 SIZES
To Meet All Price Requirements



The sensation of the New York Toy Fair, will block the traffic in front of your store.

Just connect the Free Running four-cylinder engine to any electric motor, put the car in your window and watch the result. Every youngster will want one.

The Engine, which is connected with the driving mechanism, is a replica of a regular engine with cam shaft, fly wheel, fan and fan belt, tappet valves and wired spark plugs.

ATTRACTIVE FEATURES

Gracefully designed, beautifully finished in colors, upholstered throughout, disteel wheels with rubber tires (one extra provided), ventilator in hood, bumper, wire mesh on front of radiator, gas control on steering wheel, excellent horn, gear shift, compartment back of seat, motometer, speedometer, clock, and self-starter that actually turns over the engine.

DURABLE FEATURES

Roller bearing throughout, including rear axle support and compound leverage in driving mechanism which runs 50% easier than any other car made.

Pedals adjustable for all ages.

All Cars Sold with or without Electric Lights
Order One for Your Window and You'll Order the Line

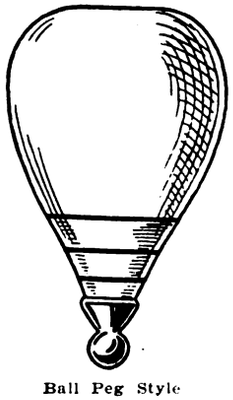
THE OHIO METAL WHEEL CO., Inc.

T. M. Vaughan, Pres. ***Full Information on Request*** **WAYNESBURG, OHIO**

WHIPPING—TOPS—CORD

Send for PRICE LIST OF OUR SPECIALTIES

Retails at 1 to 5c



Ball Peg Style

Whipping Top

Assorted Colors. Polished or Stained.

An Old Style revived for the little ones.

Directions: Lay on sidewalk or asphalt street and whip with rag or rope attached to a stick.

Watch It Spin.

Retails at 1 to 3c



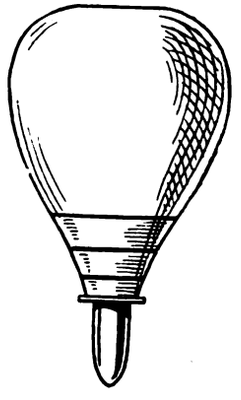
Cord Tops

Assorted Colors

Stained, Polished or Enameled

Bulk or Boxed

Retails at 1 to 5c



N. P. Peg Style

ORDER AT ONCE FOR FALL DELIVERY

ESTABLISHED 1907

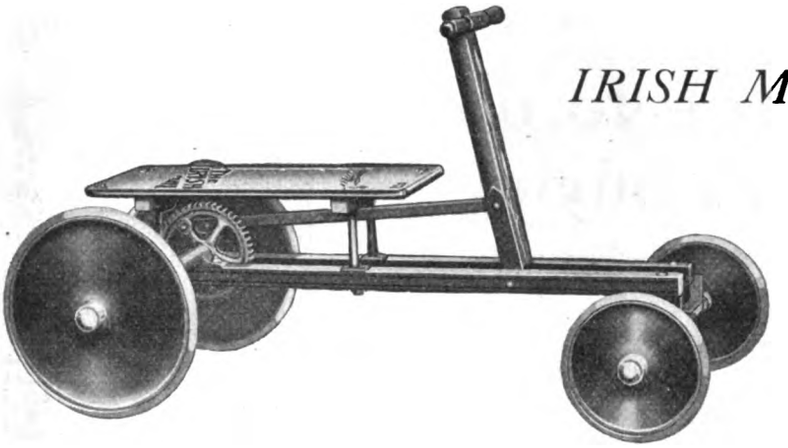
F. W. PETERSON CO.

WOOD TOY SPECIALTIES

Checkers, Hockey Sticks, Noisemakers, Balls, Caddies, Game Blocks and Counters, Kite Sticks, Balloon Mouth Pieces and Forms. Special Parts and Trimmings to Order.

Mills: New York and New England States **Office and Warehouse: 18 Greene St., New York**

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IRISH Mail No. 4

NOW—The IRISH MAIL

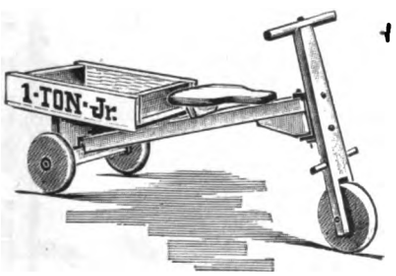
with

Disc Steel Wheels

—THE UNIVERSAL HANDCAR—

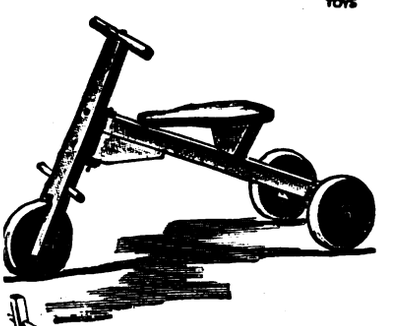
HILL-STANDARD CO. ANDERSON, INDIANA

The Best Buy in Summer Wheel Goods



NO. 1019—ONE TON JR.
Combination Wagon and Foot Car Seat. 10 in. high, length 28 in. Retails $2.00.

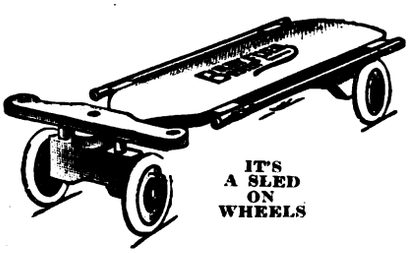
The Wilder line embraces price advantages, strong selling points, the utmost in quality, all backed by a sound reputation for square dealing.



No. 1014—FAST MAIL
Made in 3 sizes for 2 to 6 year child. Painted 3 colors. Retails $1.00 to $1.50.



NO. 1020—ROCKING PONY
Seat 12 in. from Floor. Retails $2.00.



IT'S A SLED ON WHEELS

NO. 20—BILLY BUSTER FLYER
Better than a coaster. Built like a sled. 6 in. high, 30 in. long. Rubber tired disc wheels. All the thrills of sled riding without snow or ice.

Write for prices



NO. 1003—EXPRESS WAGON
21 in. long, 9 in. wide. Retails $1.25.

WILDER MANUFACTURING CO., St. Louis, Mo.

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The place to do a season's buying

The close association of leading manufacturers of toys and novelties in The Fifth Avenue Building offers many advantages to the out-of-town buyer. Here the spacious salesrooms of these manufacturers form a permanent and extensive exhibit of goods of all grades, domestic and imported. The convenience of finding such a wide selection within one building is appreciated by the thousands of buyers who visit The Fifth Avenue Building every season.



"More than an office building"

THE FIFTH AVENUE BUILDING
Broadway and Fifth Avenue at Madison Square
NEW YORK

SEND FOR 1922 CATALOG

FIFTEEN VARIETIES

TINKER TOYS

SEE THE NEW ONES

THE TOY TINKERS · EVANSTON · ILL.
NEW YORK SALES OFFICE 200 FIFTH AVE.

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"The children enjoy This BISSELL toy, For the dear babies Like to play ladies".

She will want to "help" with the "Spring Cleaning"

That means sales for
Bissell's "Play Size" Sweepers

Patterns to sell at
25c to $1.50
Deep blue and mahogany finishes

Let us send you colored illustrations, full descriptive matter and prices.

BISSELL CARPET SWEEPER CO.
Oldest and Largest Sweeper Makers
GRAND RAPIDS, MICH.
New York Office and Export Dept., 46 West Broadway
"Put your sweeping reliance on a Bissell's appliance"

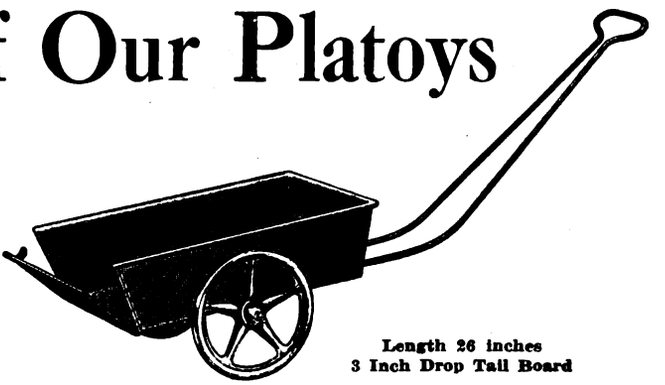
Patents Pending in U. S. A. and Abroad

2 of Our Platoys



PLAPHONE—600

TRADE MARK REGISTERED
Ours is the Original
Toy Telephone with rotary stroke bell attached to receiver hook.
See our 1922 Model
Handsome enameled colors, red, white, blue, green, pink as well as black, or rubberoid.
Always Something New



Length 26 inches
3 Inch Drop Tail Board

PLACART—700

Heavy Steel Wheels with solid turned steel hubs. Axle of large diameter. Unbreakable steel handle. Not the cheapest, but best small cart on the market. Finished in bright, attractive colors. Blue body, red wheels, black handle.

—and Remember

Plaline MEANS MADE Fine

THE GONG BELL MFG. CO.
East Hampton, Conn.
Bell and Toy Makers for Over Fifty Years

We'll be pleased to send Catalog 203
Tells all about our other Bell Toys and Bells

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N·D·Q·

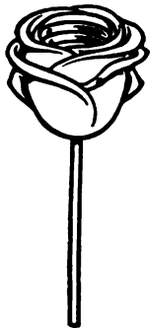
BIRTHDAY CAKE CANDLE HOLDERS

LARGE AND SMALL

—

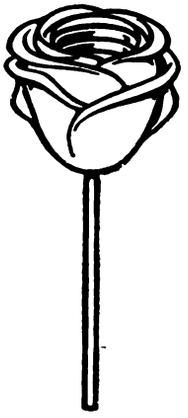
100 IN A BOX

PACKED ASSORTED OR ONE COLOR IN A BOX



Small Size





Large Size

SIX COLORS

PINK
RED
WHITE
YELLOW
BLUE
GREEN

CORRECT IN EVERY DETAIL

RECOGNIZED BY LEADING JOBBERS AND RETAILERS AS THE STANDARD PACKAGE

DISTRIBUTORS:

W. A. Duffy.....20 East Randolph St....Chicago, Ill.		Strobel & Wilken Co...61-65 West 23rd St....New York City	
Owens-Kreiser Co.....31 East 17th St.....New York City		Carl Silverman.....50 East 13th St.....New York City	
Rieman-Seabrey Co.....11 Union Square, W.....New York City		Louis Wolf & Co.....890 Broadway.....New York City	
Edwin E. Besser Co., Inc.. 35 East 19th St.....New York City		Louis Wolf & Co.....106 Pearl St.....Boston, Mass.	
B. Illfelder & Co.....29 Union Square, West...New York City		Cardinell-Vincent Co...577 Market St.....San Francisco, Cal.	
John A. Petri.....22 East 21st St.....New York City		M. Seller & Co...Portland, Ore., Seattle and Spokane, Wash.	

N·D·Q· SPECIALTY CORPORATION

572-576 LIBERTY AVENUE BROOKLYN-NEW YORK

FRED K. BRAITLING

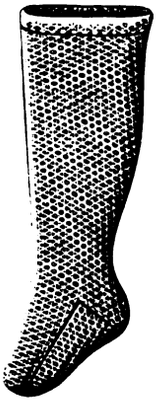


Perfection in Doll Necessities

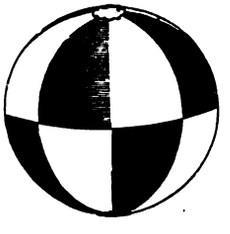
"50 Years of Knowing How"







Real Hair and Mohair Wigs in all Fashionable Styles.



Doll Shoes, Slippers, Sandals, Stockings.

HOUSE BALLS

Dolly Dimple (patented) Repair Elastics, in all sizes for restringing dolls, from 10 inches to 48 inches.

Factory

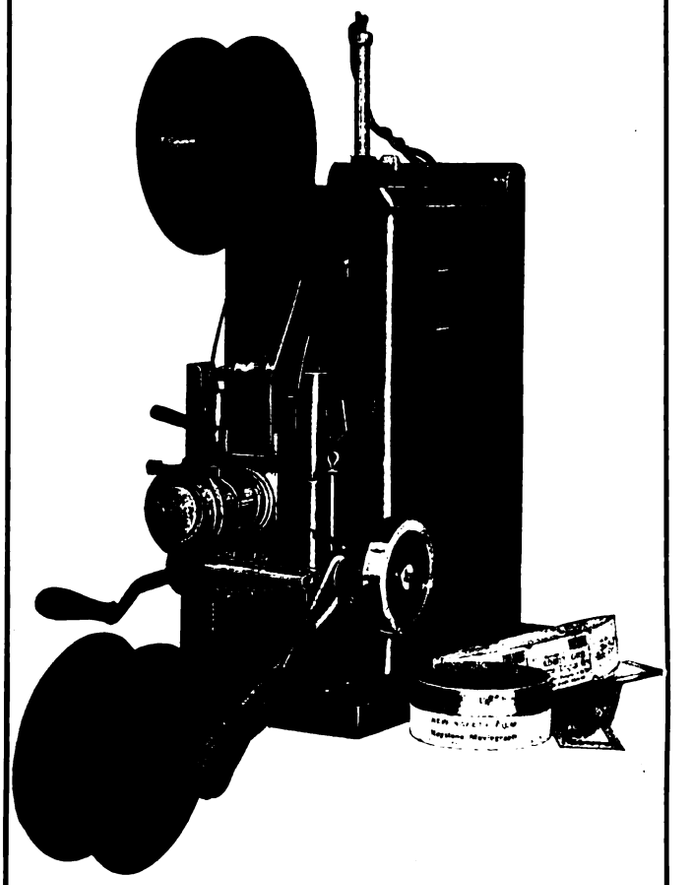
BRIDGEPORT, CONN.

New York Salesroom
200 Fifth Avenue

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Keystone Moviegraph

(Standard and Narrow Gauge)



BUY SAFE!

THE ONLY APPROVED
Toy Moving Picture Machine

The Most Complete Line of Films and Machines

$2.50 to $25.00

Our 1922 LINE of Improved and New Models

Write for Complete Data

KEYSTONE MFG. CO.

53 Wareham Street BOSTON, MASS.

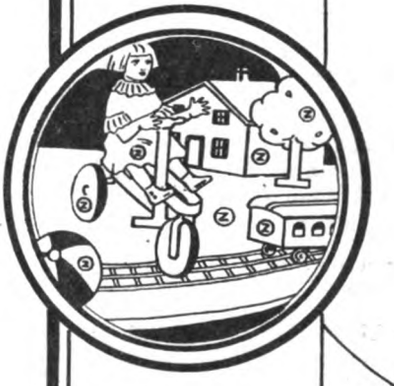
In order to be sure of finishes which will sell your toys to parents and appeal to youngsters, insist on quickly applied reasonably priced

ZELLER finishes sell toys With Zeller lacquers and lacquer enamels you obtain colors and color combinations which attract the eye of the child. The flexibility, hardness and weatherproof qualities of Zeller finishes appeal to the parent who appreciates real value.

Zeller products are quickly and economically applied by brush, spray or dip. These finishes air-dry in approximately 15 minutes in normal room temperatures. No expensive equipment such as drying or baking ovens is necessary. Think of the labor and equipment overhead costs saved when Zellac is used. You can obtain better finishes at less cost on your products whether they be toys, dolls or novelties and regardless of the materials from which they may be made—wood, metal, fibre, composition, cloth, etc

ZELLAC

Lacquers and Lacquer Enamels



THRU two generations the name Zeller has stood for the utmost in lacquers and lacquer enamels for every conceivable purpose or finish. There are none better.

We have been instrumental in assisting many manufacturers to obtain better finishes at less cost. We can do the same for you. Let us explain. Write us today.

ZELLAC

ZELLER LACQUER MFG. CO. — 342 MADISON AVE. NEW YORK

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WHEN EVERYONE RECEIVES FULL VALUE

then it can truly be said that an article possesses real merchandising value.

Besides the necessary rapid selling feature, an article prepared for resale should also possess a good margin of profit for the jobber and the dealer and represent full value received for the buyer—that's the kind of an article you want to handle—that's the kind of an article our No. 1 Assortment Box represents—full value for everyone. That means, more and larger sales and repeat orders.

The profit involved for you will be pleasantly surprising and turnovers are rapid, for the No. 1 Assortment Box has proven its merchandising value.

Write today for a descriptive card. It gives all the details.

Our B-10 folder illustrates in five colors the wide variety of toy balloons we manufacture. One will be gladly sent on request.

The Maple City Rubber Co.

Norwalk, Ohio

Manufacturers of Quality Balloons

WESTERN DISTRIBUTORS:
Priesmeyer & Co., 210 Odd Fellows Bldg., St. Louis, Missouri.

A PROFESSIONAL

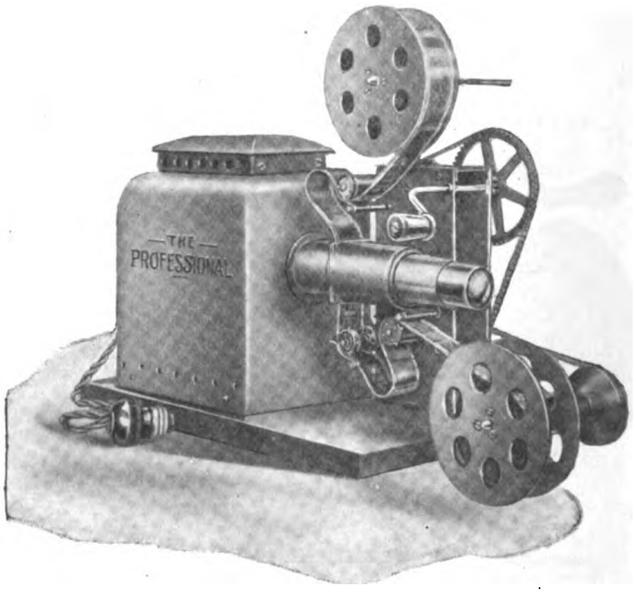
Home Moving Picture Projector

To Retail at $30.00

(Costs no more than a good grade toy machine)

When we say "Professional" we mean just that. Quiet in operation, easily operated, *flickerless* because of scientifically correct shutter, narrow or standard gauge film, approved by fire underwriters, *not an import model or an "assembled" machine but Our Own Factory's Latest Patented Product.*

(We make other models from $12.00 per dozen up.)



Base, 13 x 7 inches. Height, 13½ inches. Length, 18 inches

FEATURES

FRAME
Sheet steel. Built-up ratchet. Machine screws and nuts in a very rigid construction.

SHAFT RODS
Cold rolled steel, driving rod and crank shaft run in bronze bushings.

SPROCKETS
Built-up construction. Very rigid and strong.

SILENT CHAIN DRIVE

LAMP-HOUSE
Attractive design, rigid construction, well ventilated.

INTERMITTENT MOTION
Adjustable to take up if wear occurs.

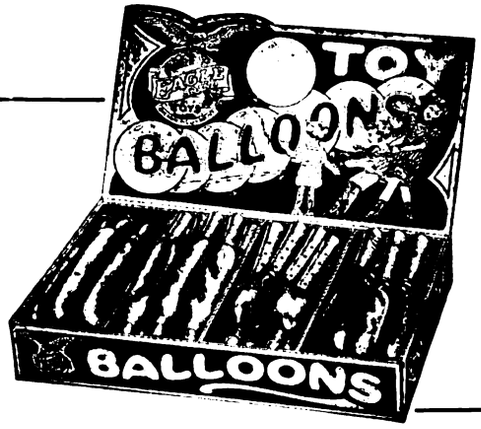
LARGE, EFFICIENT REFLECTOR
And two large diameter, plano-convex condenser lenses.

FINISH
Body and lamp-house are dull black enamel. Shafts, rod-chain, lens tube, and film guide are nickel. Base, mahogany, highly finished.

A. B. CUMMINGS

53-59 Falmouth St. Attleboro, Mass.

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Kiddies Just Can't Resist This Eagle Balloon Assortment

Can you blame them?
Toy balloons are always popular with the children but the brighter colors and greater strength of EAGLE BALLOONS make them preferred. This attractive five-color display carton on your counter is all you need to start the nickels and dimes coming in. You'll say they're the best collectors of small change you ever stocked. Dealers by the score say the same thing.

Ask your jobber about the other unique Eagle Brand Assortments—Mutt & Jeff, Dolly Dare, and the Genuine Scotch Music-Making Bagpipes. If he cannot supply you, write us direct—and give us your jobber's name, he's missing something too.

THE EAGLE RUBBER CO.

ASHLAND -- OHIO

New York Office:
35 Union Square West





TRADE NELKE MARK

Soft Dolls

Pat. 9-28-20

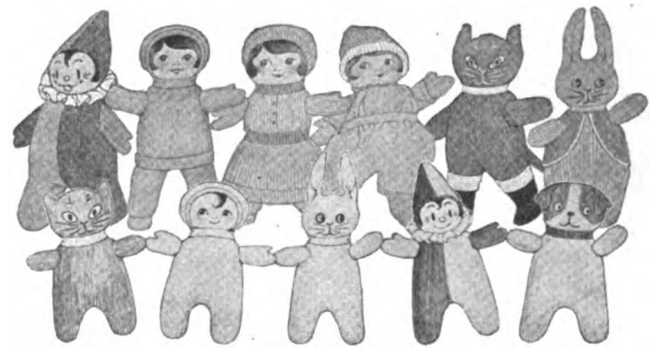
Nelke Soft Dolls make wonderful window and counter displays. Their great individuality, cute hand-painted faces, and bright colors catch the eye. Place them where your customers can fondle their cuddly little bodies—once in your customer's hands, they're as good as sold!

Nelke Soft Dolls have no pins or buttons, can't break, or get out of shape, and are very light weight. The waterproof colors don't come off their faces.

Can be sold at attractive prices: sizes to retail from 50c up.

Ask your jobber or write us for samples and prices.

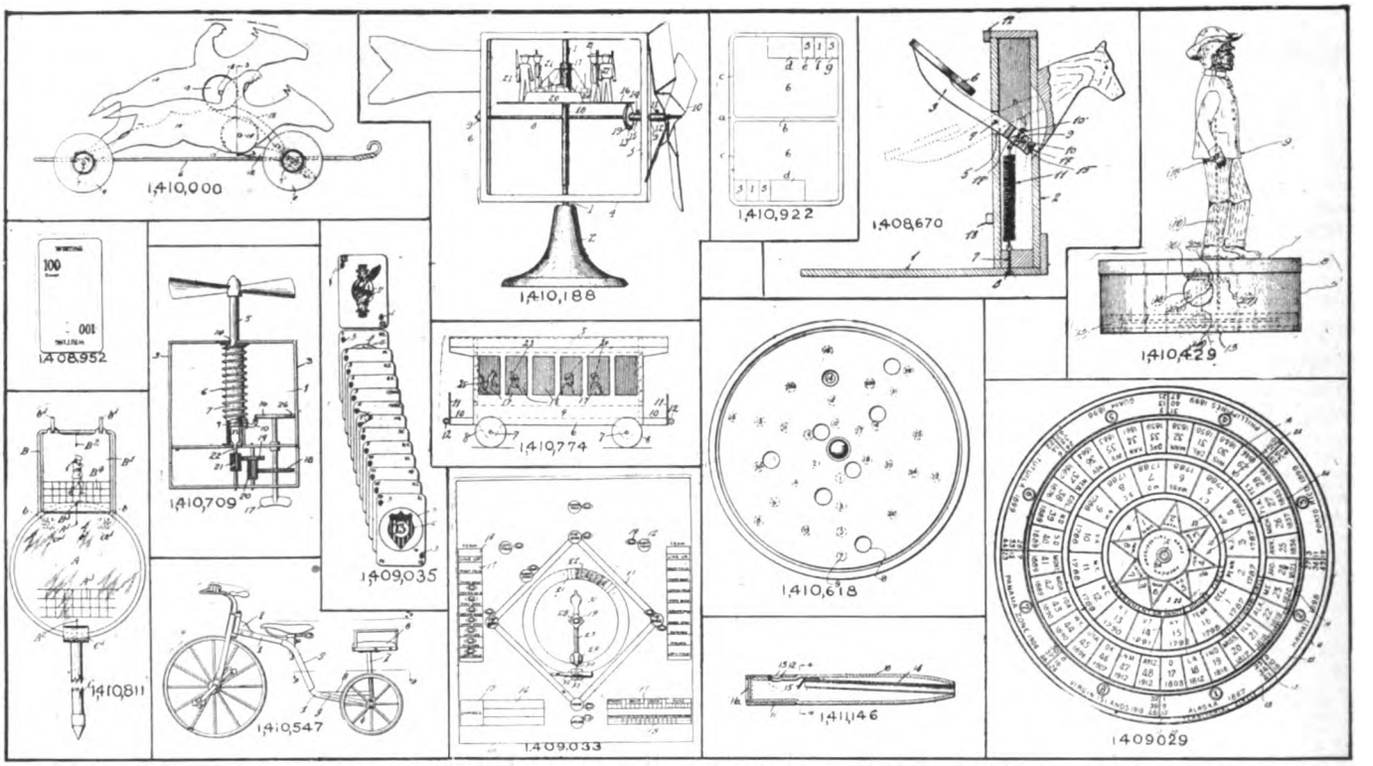
The Nelke Corporation 10th & Norris Streets, Philadelphia



The Nelke Family—bottom row, Little Nelkes—"Baby's first pal"

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PATENTS RECENTLY ISSUED



For description see text on following pages

1,410,811. SELF-INSTRUCTOR FOR GAMES. Arthur Henry Holliday Lewis, London, England. Filed Oct. 19, 1921. Serial No. 508,727. 6 Claims. (Cl. 88—2.2.)

6. In a self-instructor, in combination, a mirror so curved that the image of an observer stationed in front of the same is of relatively small size, a series of pictures showing figures disposed in ideal poses, common means associated with the mirror for supporting said pictures in such manner that any one of them may be brought into such relationship to the mirror that the image of the observer in the mirror is closely adjacent and parallel to the pictured figure, the other pictures being concealed from view, the observer's image and the picture being simultaneously visible to the observer when standing in front of the mirror so that the observer's pose may be compared with the ideal pose.

1,410,922. CARDS FOR PLAYING GAMES. Robert Crawford Johnson, Leicester, England. Filed June 23, 1921. Serial No. 479,755. 6 Claims. (Cl. 46—25.) (Granted under the provisions of the act of Mar. 3, 1921, 41 Stat. L., 1313.)

1. Playing cards of the kind herein described consisting of a series of groups of cards, each group comprising a key card and complementary cards, the key cards having one or more main patches of a certain composite or key colour and also supplementary patches of colours with a designation that the latter colours when blended produce the colours of the main patches whilst each of the complementary cards grouped with each key card has one or more patches of colour, the total number of patches on the said complementary cards agreeing in number and colour with the patches of primary colours on the key card.

1,410,618. GAME. Charles F. Staudenmayer, Baltimore, Md. Filed Jan. 25, 1921. Serial No. 439,877. 1 Claim. (Cl. 46—56.)

In a game, the combination with a base having a centrally disposed pivot pin, of a disk having in its face a plurality of holes located in such manner that through them one or more symbols on the internal face of the bottom wall of the aforesaid base may be visible; and having at the center of the disk a knob for turning the same, with a socket for receiving the pivot pin on the aforesaid base.

1,410,547. CHILD'S VEHICLE. James Frank Bobbitt, Greenwood, Miss. Filed May 16, 1921. Serial No. 469,924. 4 Claims. (Cl. 208—113.)

1. In a child's vehicle of the class described, a steering head carrying a front wheel and pedals, a rearwardly extending framework attached to the steering head and to the rear axle, a solid platform extending across the vehicle beneath the additional seat and attached to the side bars of the rearwardly extending framework and to the rear axle, and an additional bar extending across the front end of the supporting platform, apertured lugs carried by the rear axle, a supporting frame for the rear seat provided with forwardly extending lugs for engaging the apertured bar and downwardly extending lugs for engaging the apertured sockets carried by the rear axle and providing for the ready detachment and removal of the rear seat.

1,410,709. AERIAL TOY. Alexander Baptist Mouradian, Hamilton, Ontario, Canada. Filed Sept. 19, 1921. Serial No. 501,806. 2 Claims. (Cl. 244—2.)

1. An aerial toy, comprising a detachable bladed flying member, a launching tension-spring therefor; a manually operated mechanism comprising winding-gears secured to vertical actuator-shafts; a retaining-disk secured to the upper end of a key-shaft, for rotating and automatically releasing the flying-member; and a wooden or metallic casing containing said mechanism.

1,410,774. TOY CAR OR COACH. John S. Swanson, St. Paul, Minn. Filed Nov. 16, 1920. Serial No. 424,485. 2 Claims. (Cl. 46—48.)

1. A toy car having side windows with translucent material over them and a source of light within the car, printed figures on said translucent material to make the appearance of silhouettes on the windows when the light within the car is in use.

1,411,146. TOY SMOKING DEVISE. John C. Wilson, Waynesburg, Pa. Filed Sept. 8, 1920. Serial No. 408,841. 1 Claim. (Cl. 43—37.)

An imitation smoking device including a container adapted to hold powdered material, an element turnable on the container at the front end, said element and container having orifices adapted to be brought into or out of register by the turning of the said element, and a blow-tube ranging longitudinally in the container for ejecting the contents of the con-

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tainer in the form of puffs through said orifices; together with a flap valve on the tube at the front end adapted to open upon air being blown through the tube and to automatically close in response to suction produced in said tube.

1,410,009. TOY. Paul C. Giegler, River Forest, Ill., assignor to Universal Toy & Novelty Manufacturing Company, Oak Park, Ill. Filed Mar. 10, 1921. Serial No. 451,201. 5 Claims. (Cl. 46—45.)

1. A toy comprising a frame formed from a continuous piece of wire; two axles for said frame, one of said axles being in the form of a crank shaft; a sleeve embracing the other of said axles; wheels on said axles; a figure fixedly secured to said sleeve; and legs for said figure pivoted thereto and also pivoted to the crank of said crank shaft axle, substantially as described.

1,410,429. MECHANICAL TOY. Thomas M. Vaughan, Lisbon, Ohio, assignor to Benjamin F. Bain, Pittsburgh, Pa. Filed Mar. 21, 1921. Serial No. 453,882. 3 Claims. (Cl. 46—40.)

1. A mechanical toy comprising in combination a box, a support extending across the box and having a flange, a drive shaft extending through the side of the box and through said flange and journaled therein, a drive crank on the outer end of said shaft, a side gear wheel on the inner end of said drive shaft, a vertical fly wheel shaft journaled in the floor of the box and in said support, a momentum fly wheel on said shaft, a pinion on the shaft and meshing with the side gear wheel, a stud on the face of the side gear wheel, a bracket on the support, a vertically oscillatable rod extending through the support, the bracket being slotted, said rod being folded to provide a sidewise extension in position for engagement by the stud on the gear wheel and to provide another sidewise extension for engagement with said slot, and a suitable figure carried by said vertically oscillatable rod, substantially as described.

1,410,188. TOY. Henry Jenson, Chicago, Ill. Filed May 20, 1921. Serial No. 471,195. 1 Claim. (Cl. 46—14.)

A device of the class described comprising an open rectangular frame, a standard centrally secured to the upper and lower members of the frame and extending below the latter, a collar fixed on the standard, a sleeve revolubly mounted on the standard above the collar, a platform located in the frame and carried by the collar, a cross-shaft revolubly mounted in the sides of the frame below the platform and having one of its ends extending beyond the frame, a friction-disk fixed on the cross-shaft in driving engagement with the platform, and a fan-propeller fixed on the extended end of the cross-shaft.

1,408,952. GAME. Frederick A. Koelle, Jr., Camden, N. J. Filed July 11, 1919. Serial No. 310,230. 3 Claims. (Cl. 46—25.)

1. A card game simulating scholastic education, comprising a plurality of sets of cards, one of said sets indicating various studies and having numerals to be averaged, and another of said sets indicating demerits and detracting from the averages of the first named set.

1,408,670. TOY. Henry E. Williams, Lakeside, Wash. Filed Nov. 22, 1920. Serial No. 425,770. 4 Claims. (Cl. 46—22.)

1. A toy comprising a support representing an animal, a seat bar pivotally mounted on said support, said seat bar being provided at one end with a seat, a spring one end of which is secured to the seat bar and the other end to the support, means whereby the tension of said spring may be regulated comprising a slot formed in said seat bar, a bolt to which the said spring is secured passing through the said slot, and means whereby the said bolt may be frictionally held at any position within the length of the slot.

1,409,029. GAME APPARATUS. Patrick D. Riordan, New York, N. Y. Filed June 25, 1920. Serial No. 391,578. 8 Claims. (Cl. 46—56.)

1. In a game apparatus, a plate having a circular opening, and divided radially into sections on which are indicated the names of out-lying possessions of the United States, the dates when they were acquired by the United States, and numerals indicating the order of their acquisition, a disk rotatable in the opening and divided into a greater number of sections than the sections on the plate, so that a plurality of sectors on the disk may register with a single section on the plate, the names of the States of the United States being indicated in the sectors on the disk with the dates when they entered the Union, and numerals indicating the order of their admission, there being numerals in the sections on the plate similar to the numerals on the disk.

(Continued on page 85)



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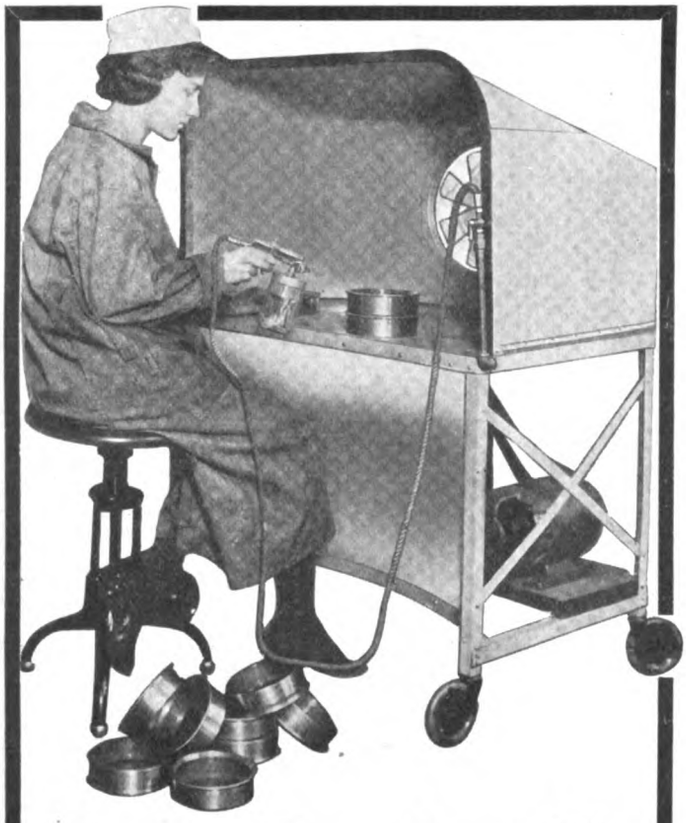
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PATENTS RECENTLY ISSUED (from page 83)

1,409,033. BALL GAME. John F. Smiley, Dallas, Tex. Filed Apr. 5, 1920. Serial No. 371,533. 1 Claim. (Cl. 46—63.)

A game of the character described including a playing board, play indicating means including a spinner, and actuating means for said spinner, said actuating means comprising a pivot pin having a base portion secured upon said board, a bat element rotatably mounted upon said pivot pin, a coiled spring positioned about said pivot pin beneath said bat element and having one end portion anchored to said pin and its second end portion extended to provide an arm connected with one end portion of said bat element, the second end portion of the bat element constituting the handle portion and being tapered to provide a finger engaging portion permitting the bat element to be easily grasped and rotated against the action of said spring and then released.

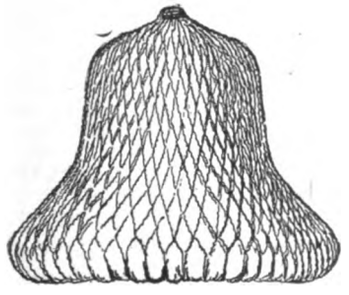
1,409,035. CARD GAME. Isaac T. Smith, Rocky Mount, N. C. Filed Mar. 10, 1921. Serial No. 451,125. 2 Claims. (Cl. 46—25.)

1. A game comprising a deck of cards divided into suits, certain of the suits being printed in the same color and each suit being composed of cards having trick taking value markings increasing from low to high and each suit including one card distinctively marked and having a greater trick taking value than any of the first mentioned cards of the suit and having a scoring value when another like colored suit is trumps, a predetermined number of tricks having a predetermined scoring value, the last mentioned card and certain of the other cards having predetermined values combinable and when combined producing a sum having a predetermined scoring value, and each having a separate scoring value.

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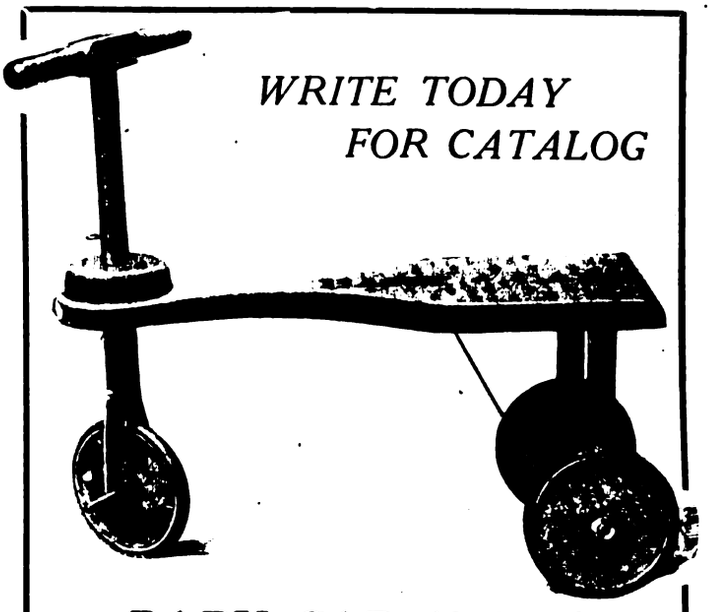
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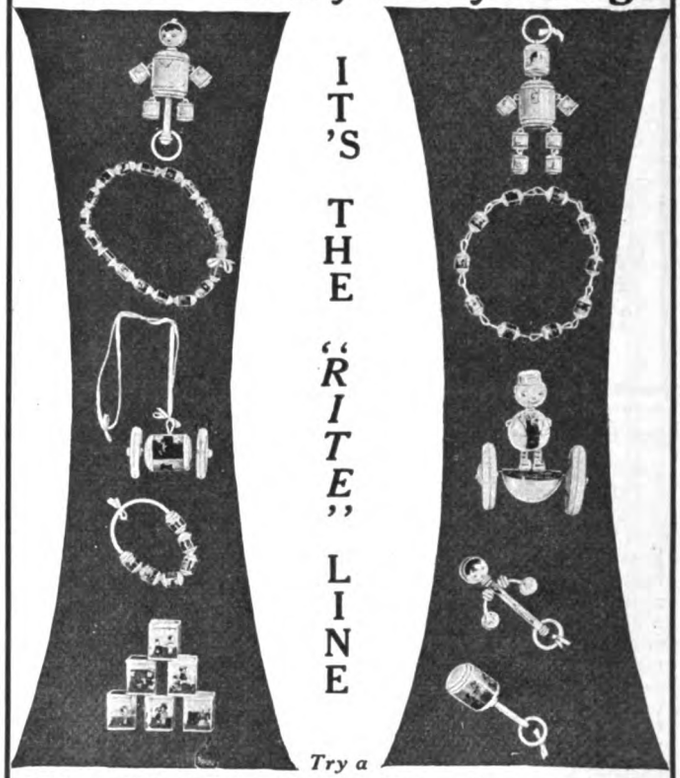
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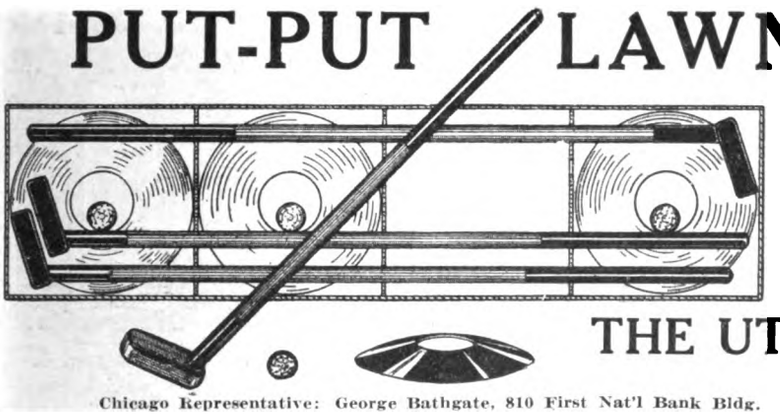
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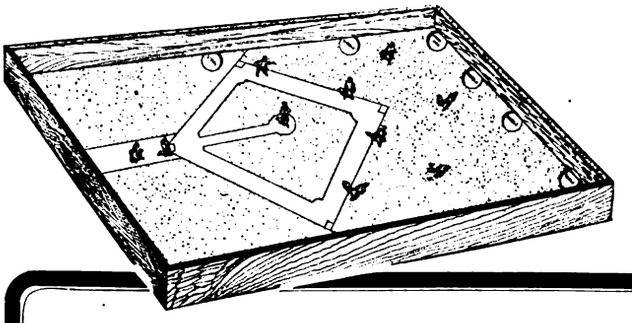
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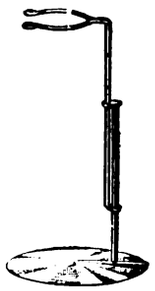
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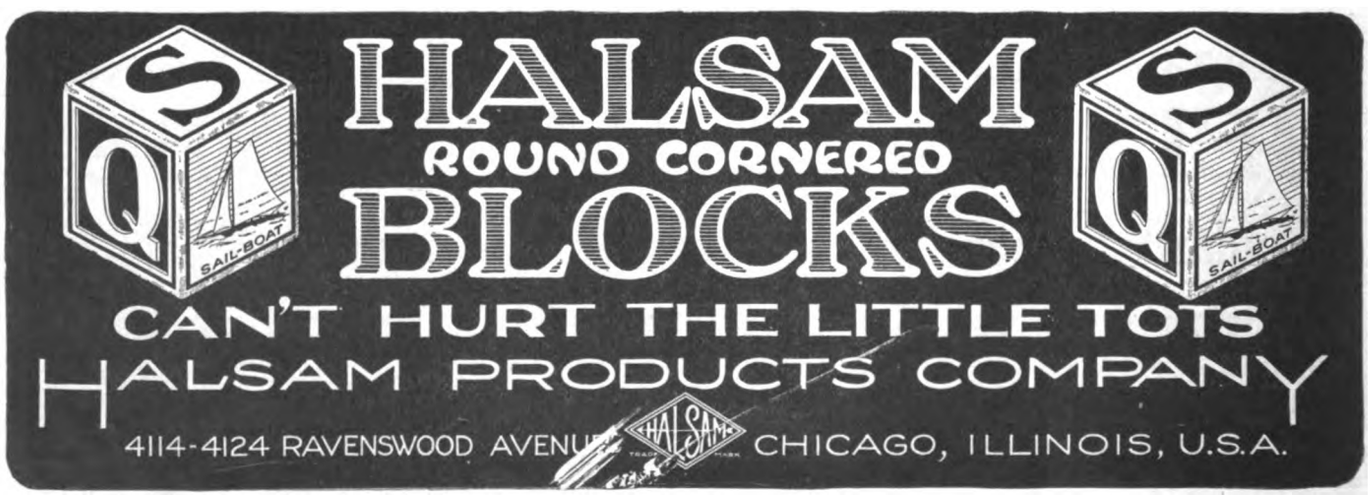
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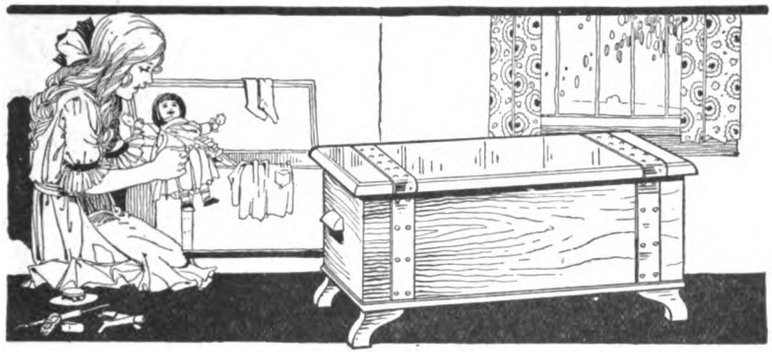
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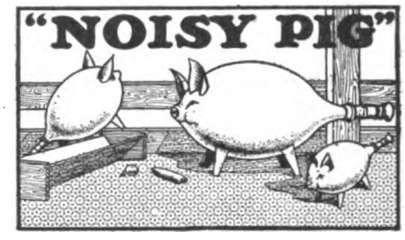
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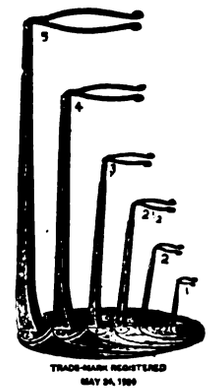
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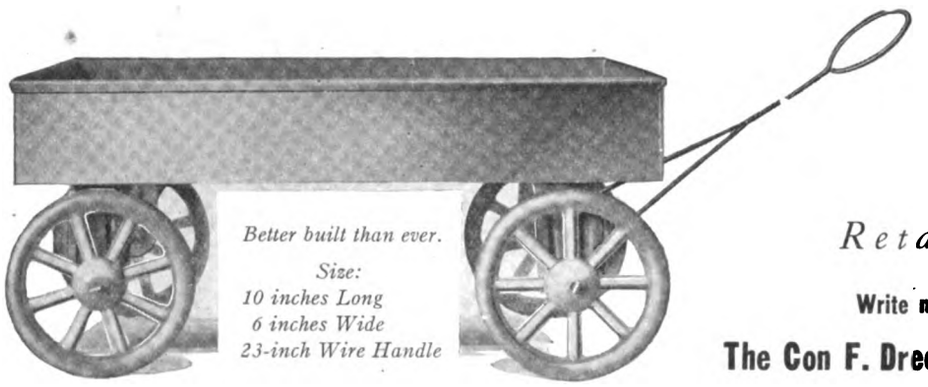
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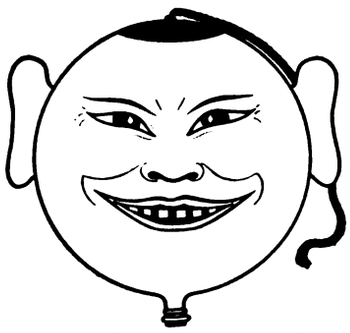
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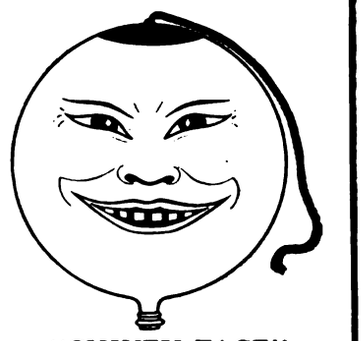
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The Gregory Rubber Company, of Akron, Ohio, hereby gives notice to all whom it may concern, and particularly to manufacturers, dealers and distributors of toy balloons, that its toy or novelty balloons are being made and sold under letters patents of the United States, Numbers, 1,008,641; 1,169,804; 1,356,-817; design patent No. 49,090 and under several applications for Letters Patents duly filed and pending.

The novelty balloons marketed by The Gregory Rubber Company are known to the trade as the Chiney Face and Smiley Face FUNNY-B'LOONS, and the Gregory Self-Closing Valve Balloon, the latter with and without patented cork-tip reed stick or holder.

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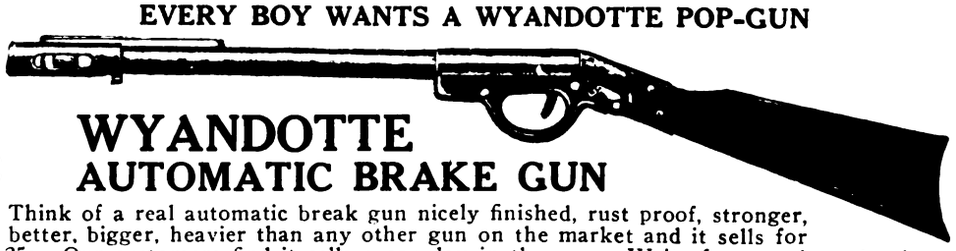
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News was circulated early in April that the doll head factory of Armand Marcell in the province of Thuringia, Germany, was practically destroyed by fire early in April. This is said to be the largest manufacturer of doll heads in Germany and is said to produce 75% of the heads made there.

If this factory is unable to make more doll heads this year the supply of dolls will be limited to the stock of heads already on hand plus the amount which the other factories can turn out.

One importer says that probably there would be very few dolls shipped until late this year in addition to those which have already been placed on the market.

Poor Mary.

"Mama, why do they wax people?"

"They don't; where did you ever get that idea?"

"I heard Uncle tell Papa that at midnight the party waxed Mary."—*Virginia Reel.*

Competition.

The Germans are said to be exporting to this country toy motor-cars made from waste material, such as old oil-cans, at seven marks a dozen. Mr. Ford is reported to be looking thoughtful but confident.—*Punch (London).*

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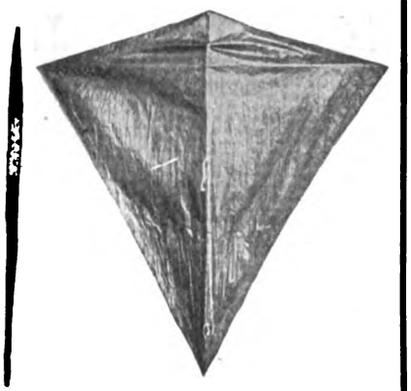
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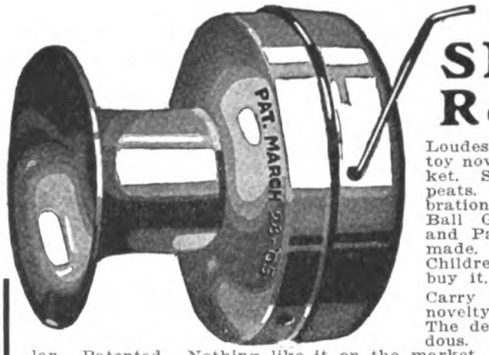
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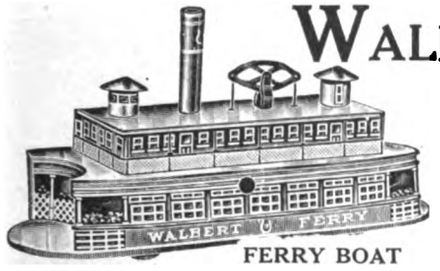
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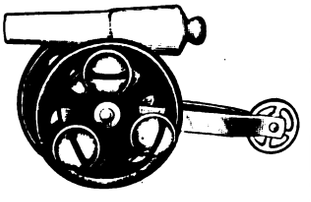
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NO SNAP BUYING TOYS IN GERMANY

That Germany is not a bed of roses for toy buyers this season is conceded by E. O. Edwards, buyer for that department of Hale Bros., San Francisco, who returned to Paris before sailing on the Mauretania and was interviewed there by an American trade paper.

There is a strike in Nuremburg, according to Mr. Edwards, which has so effectually cut down the production of metal toys that they are almost impossible to find. The destruction by fire of the Marcel factory at Sonnerberg in Saxony, which supplied 60 per cent of the German doll-heads, is another disturbing item, he reports.

"The fluctuation of the mark and the rapid changes in the price lists of manufacturers make it impossible for the purchaser to figure what his merchandise will cost landed," he comments. "If you want the goods, you just have to go ahead and buy, hoping that luck will be in your favor.

"If the mark continues to go down, I doubt if the small manufacturer will be able to remain in business, as he has no raw materials bought ahead."

Mr. Edwards found prices of toys high in the French market, but the merchandise good enough to buy, in spite of it.

A PHENOMENAL DOLL SALE

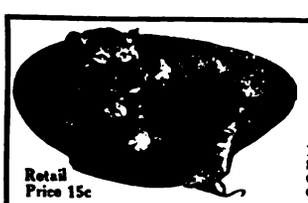
R. J. Butt, toy buyer for Wolf & Dessauer, of Fort Wayne, Ind., reports a very successful doll sale on Saturday, April 8th.

Two nurses, or women dressed as nurses, stood in front of the Dessauer store. One of them weighed about 250 pounds, the other about 100 pounds. You can imagine they attracted a lot of attention. The 100-pound clerk demonstrated the Madame Hendron dolls, having them say "Ma-ma," etc., and the other one sold them.

Although there had been no advertisement of this, Mr. Butt sold 37 dolls on Saturday, ranging in price from $2.98 to $15.00 each, which is mighty good, considering the times and the season of the year. He considered it very fine advertising, as it attracted a good crowd.

WHIPPING TOP COMES BACK

The prominent wood turning firm of F. W. Peterson Co., New York, will touch a strain of sentiment in the hearts of millions of adult Americans, who will purchase their whipping tops for young America. The whipping top appeals to children because it is one of the easiest toys to play with. It is produced in two sizes and will sell for one and two cents east of the Rocky Mountains, possibly the retail price would be influenced by freight rates to the far west. The top is produced in assorted colors. This simple toy helps to amuse children on rainy days, because it can be spun indoors as well as outdoors.



$11.60 PROFIT on each gross
REYNOLDS'
CATNIP MOUSE
SELLS LIKE HOT CAKES!
Makes Cats and Kittens Healthy and Playful. Stuffed with Catnip. Very life-like. Fun for everybody. Gross Lots $10 per Gross. Lots of 36 at $12 per gross.
H. B. REYNOLDS MFG. CO., Box 115, Mount Vernon, Ohio

EXPECTED TO FEATURE RADIO.

The startling growth of the popularity of radio outfits and the opening of stores to sell radio apparatus is expected to be reflected in the fall and winter catalogs of Sears, Roebuck & Co. and Montgomery Ward & Co., and other mail order houses where radio needs will probably be given feature space or special sections. Spring and summer catalogs were distributed shortly before the radio "epidemic" started. There appears little question that a tremendous volume of business in this line is developing with public interest keyed to a high pitch by the many articles on the subject published in the newspapers.

"Live Horses at Six and Seven-eighths Cents a Pound"

When a department store selling general merchandise features an illustration of a rearing horse with the caption, "Live Horses at 6⅞c" in the centre of a page advertising anything from carpets to women's dresses, it is apt to startle the casual reader into reading the entire copy of the advertisement.

Bernheimer's department store of Baltimore does this effectively, stating that: "The public may think it funny for a department store to sell live horses, but Bernie is world-renowned for originality."

The advertisement takes the advertising out of the freak class and gives a plausible reason for such a sale. It states: "We have among our customers a great many farmers, teamsters and hucksters who will be glad to buy a horse at a bargain price; besides there are some horses in the lot wonderfully suited for riding or driving purposes."

The horses were purchased from the U. S. Government at auction.

Famous & Barr Co. Install Radio

St. Louis.—Two St. Louis department stores now operate radio departments. Several months ago Stix, Baer & Fuller inaugurated a radio department, and now Famous & Barr Co. has established a similar department. It is announced that owing to the great demand for parts and the limited lots on hand they are offered subject to stocks on hand, but orders will be taken—deliveries from one to six weeks.



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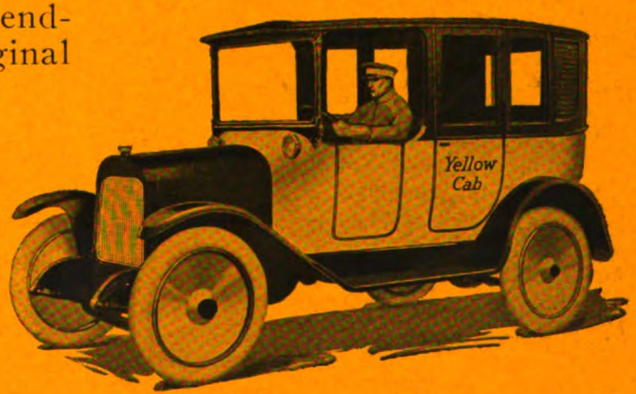
The Big Leader
at the Chicago Toy Show!

Everybody buys the Toy Yellow Cab because the children want it. A big investment in happiness for the giver and receiver. That's what makes the Toy Yellow Cabs the sensational selling success. Children aren't content with one —they must have several to make a fleet!

Continued "repeat" orders give evidence of its enduring sales quality, and place the Toy Yellow Cab in the Toy Hall of Fame.

The Toy Yellow Cab is cast iron, no clockwork to get out of order. Removable iron chauffeur. Black and Yellow, or can be had in other colors. Length, 9¼ inches. Weight, 3⅝ lbs. Toy Coupes are now available in four different color combinations. Write for samples and prices.

The name "Toy Yellow Cab"is registered by the Arcade Mfg. Company. Patents Pending. The genuine, original Toy Yellow Cab.



ARCADE MNFG. CO.

Dept. A, Freeport, Illinois

Manufacturers for Over Forty Years of the famous Arcade line of cast iron and other novelty toys.

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"The World's Best Games"

This phrase is not merely an advertising slogan—it is an actual statement of fact. In all the world there is no line of children's games to compare with BRADLEY'S in the vast number of titles and uniformity of quality. These are indeed "games with a conscience"—every number is carefully planned and conscientiously made. Sixty years of experience in catering to the amusement of exacting little folks is behind the building of this great line, and every number which it contains is something children want, and for which there is an actual demand.

Dealers who handle BRADLEY GAMES have the satisfaction of selling their customers the best merchandise of its kind available.

Milton Bradley Company, Springfield, Mass.

"Makers of the World's Best Games"

New York Office: 221 Fourth Ave.

Bradley's

THE WORLD'S BEST GAMES

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JE 3 '22

Toys and Novelties



Published monthly at 215 So. Market St., Chicago, Illinois. $2.00 a year in U. S. A.; $2.50 in Canada; $3.50 in foreign countries.
Entered as second-class matter, December 21, 1914, at the postoffice at Chicago, Illinois, under the act of March 3, 1879.

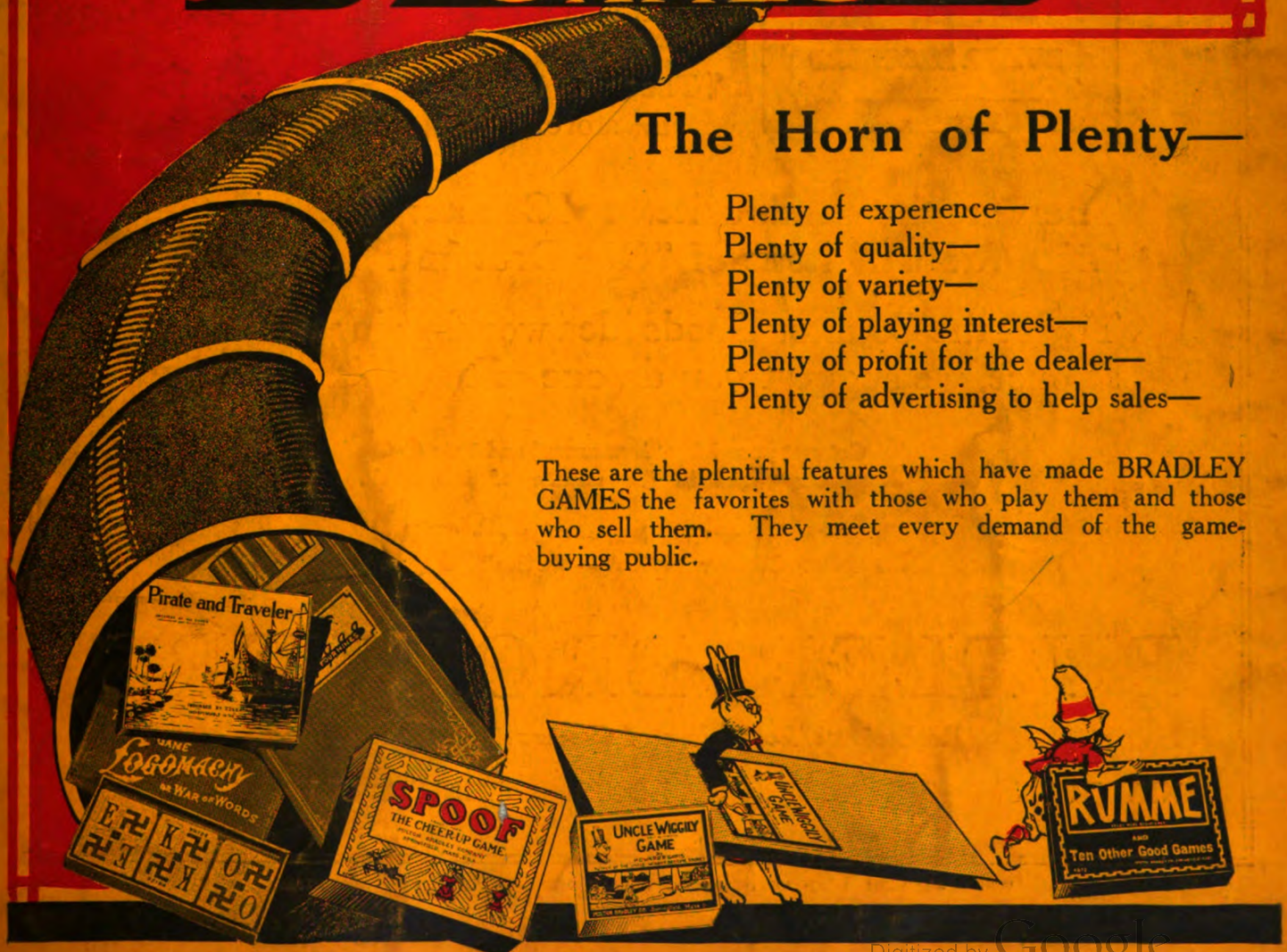
VOL. 19 | CHICAGO, MAY, 1922 | No. 5

Bradley's
THE WORLD'S BEST GAMES

The Horn of Plenty—

Plenty of experience—
Plenty of quality—
Plenty of variety—
Plenty of playing interest—
Plenty of profit for the dealer—
Plenty of advertising to help sales—

These are the plentiful features which have made BRADLEY GAMES the favorites with those who play them and those who sell them. They meet every demand of the game-buying public.



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GOODS *of the* HOUR

The best selling goods in America today are *Counter Goods* —the *Goods of the Hour.*

They are the kind of goods—



¶ That many retail stores are using to pile up bigger volume and bigger profits, while other stores are standing still.

¶ That people buy day in and day out.

¶ That yield the retail mechant a quick turn and a good profit.

¶ That will bring people in crowds to *our* store.

There are thousands of items of Counter Goods in the "Blue Ribbon" issue of "Our Drummer" catalogue.

To get the Counter Goods idea working in your store at once, we suggest you do one of two things—

1 **Get out your May "Drummer" and turn to the yellow pages in the middle of the book.**

2 **Write our nearest house—just say "Tell me about Counter Goods"—we'll do the rest.**

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK CHICAGO ST. LOUIS MINNEAPOLIS DALLAS

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The PARKER GAMES

The Largest Selling and Most Famous Games in the World

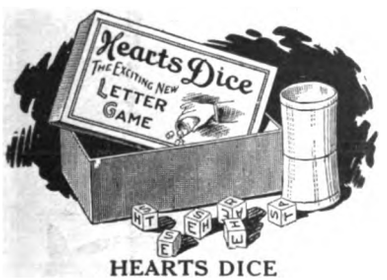
Ping-Pong. Pollyanna. Rook. Pit. Flinch. Sunny Monday. Cow's-in-the-Corn. Whirlpool. Five Wise Birds. etc., etc.



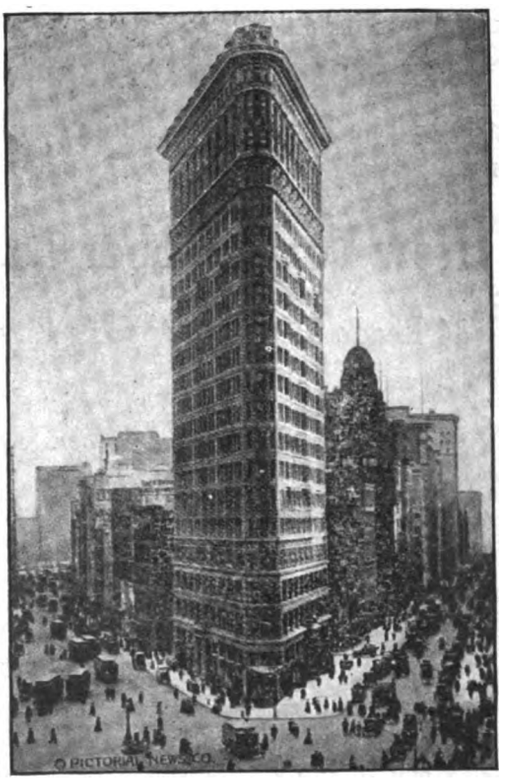
POLLYANNA



PIT



HEARTS DICE



OUR PERMANENT SALESROOMS
FLATIRON BUILDING, NEW YORK



SUNNY MONDAY



ROOK

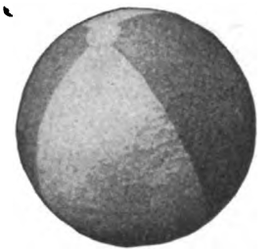


PING-PONG

PARKER BROTHERS, INC.

FLATIRON BUILDING, NEW YORK SALEM, MASS.

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Here Are
Popular Priced Goods
to Help
Boost Your Sales

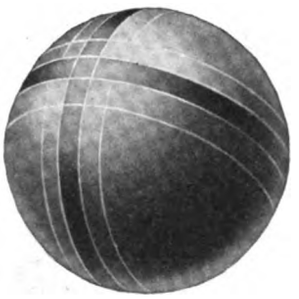


RUBBER BALLS DOLLS
TOYS RATTLES

See our Complete Line



For over seventy years we have sold dependable merchandise.



Balls, Dolls, Toys and Rattles, every shape and size.

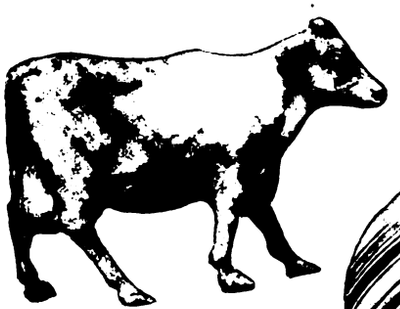
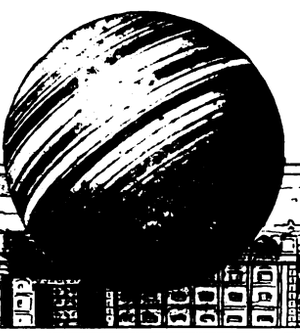
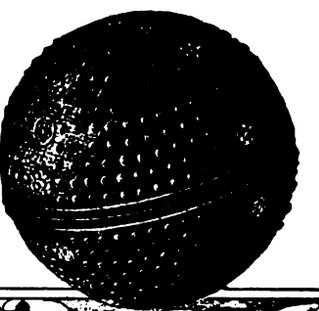
WE'VE GOT THEM ALL

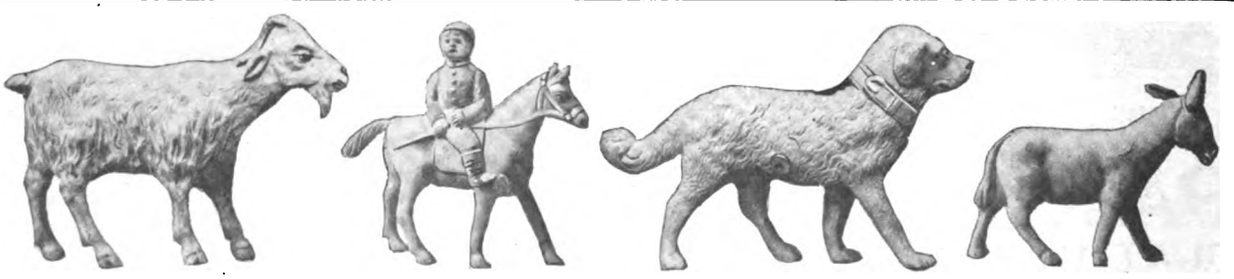
Made by the largest and oldest company.



New York Rubber Co.
Incorporated 1851
84 Reade Street, New York City

Price List to Jobbers on request



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Schoenhut Toys

Made in the U. S. A. since 1872



This is the Fiftieth year for SCHOENHUT'S Toy Pianos. For a genuine "Schoenhut" Toy Piano, **look for the name "SCHOENHUT"** on the front of each Toy Piano.

Toys with Exceptional Educational Possibilities

American Toys of Quality

Schoenhut's Variety of over 600 different Toys, for sale by all leading Wholesalers and Jobbers in the U. S. A. and Canada.

OUR LINE

Toy Pianos Toy Piano Stools
Metallophones Xylophones
Trinity Chimes
Toy Guns and Swords
Soldier Equipments
Shooting Galleries
Naval War Toys
Big Game Hunter
Target Toys
Rolly-Dolly Toys
Modlwood Construction Toys
Painted Wooden Trains, etc.
Fine Doll Houses and Bungalows, etc.
Toy Wooden Boats
Alphies (A-B-C Blocks)
Schoenhut's
All-Wood Dolls
Schoenhut's All-Wood
WALKABLE Dolls
Walking Wallapus
Clubby Clowns
ARITHM-A-LETTA
Indoor Golf



The Humpty Dumpty Circus Toys, etc., etc., with Tents, Animals, Actors and Accessories.

NOTICE—The Latest!
SCHOENHUT'S
Indoor Golf

The greatest *indoor* game of the twentieth century. Every golfer wants this new game. Send for special catalog at once.

THE A. SCHOENHUT COMPANY

SOLE MANUFACTURERS **Established 1872** **PHILADELPHIA, PENNA., U. S. A.**

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How You Can Be Sure Of Your Turnover!

For the successful performance of your business, every toy you purchase should bring a quick turnover upon resale.

To this end, in making purchases, consider the popularity of the toys, the quality, and the price.

Popularity is foremost, and is determined by the degree to which the toys impress the ultimate consumer — the children. If your playthings fail to appeal to them, you have no market.

Having made the appeal, fortify it with good quality. Unless you can be proud of your standard, your toys will lose in popularity as they lose in your confidence.

The price should be the best obtainable for the quality, and should guarantee a substantial profit to you.

You owe it to yourself to insure your purchases by carrying toys that possess the prestige of a long established demand, and the prestige of quality and price.

We offer you this prestige. Ask the trade and the children — they know!

RIEMANN, SEABREY CO.

DIRECT FACTORY REPRESENTATIVES

11-15 Union Square West, New York City

"The Home of American Toys"



Representing

Kingsbury Mfg. Company	Watrous Mfg. Company
Kenton Hardware Company	J. & E. Stevens Company
Whitney Reed Corporation	Lindstrom Tool & Toy Co.
Noble & Cooley Company	Nonpareil Toy & Novelty Co.
Mason & Parker Mfg. Company	Whitney Bros. Company
Commercial Mfg. & Pattern Wks.	Roy Brothers
George W. Morris	A. S. Payne Inc.
N. N. Hill Brass Company	S. A. Smith Mfg. Company
Grey Iron Casting Company	Standard Tank & Seat Co.
Atascadero Doll & Toy Factory Inc.	Ideal Novelty & Toy Company



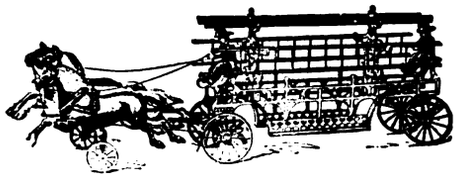


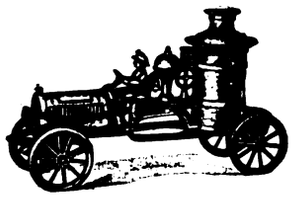
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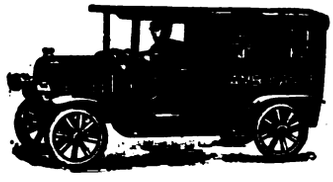
"KENTONTOYS"



500 NUMBERS

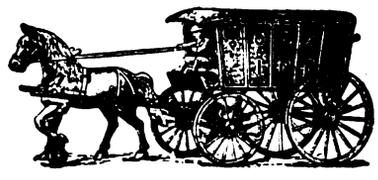






Business Is Better Let's Go!

SAFES
BANKS
TRAINS
RANGES
SAD IRONS
GAS STOVES
WHEEL TOYS
CAP PISTOLS
AUTOMOBILE TOYS
FIRE DEPARTMENTS
BLANK CARTRIDGE PISTOLS

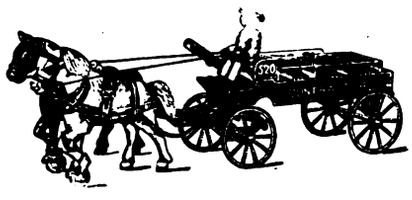


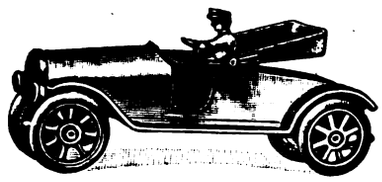














THE KENTON HARDWARE CO.

KENTON, OHIO

Office and Salesmen for the United States and Canada:
RIEMANN, SEABREY CO.
11-15 Union Square West, New York City

Export Office and Salesmen:
THE UNITED MFRS. CO.
365 West 23rd Street, New York City

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Toys You Can Make Money on this Summer



"Sandy Andy" Incline No. 75

13½ in. high

HERE are items that sell well all summer. These are the toys children want. In fact, in "Sandy Andy" Toys you have a summer line second to none. Attractiveness, quality, uniqueness and value are evident in every item, while

Reduced Prices Make Better Sales

All our prices were revised downward early this year. At these reduced prices you can sell two items where only one was sold before. You can make money this summer on "Sandy Andy" Toys. Put them out where people can see them. If you haven't any, or haven't enough, get an order on its way now and prepare for a good summer trade.

Send for our Catalogue of the Complete Line and get our New Prices. And be sure to visit our New York Salesroom when in the market.

WOLVERINE Supply & Mfg. Co.

Factory and Main Office: Pittsburgh, Pa.
New York Office and Salesroom: 200 Fifth Avenue
Room 406 Telephone: Gramercy 3453



"Sandy Andy" Sand Crane No. 103

14½ in. high



Dumping Sandy No. 51

12 in. high



Panama Pile Driver No. 54

16¾ in. high

OVER and UNDER No. 28

A New Motion Toy of Wonderful Action

20 in. long - 6 in. high





Bizzy Andy Trip Hammer No. 56

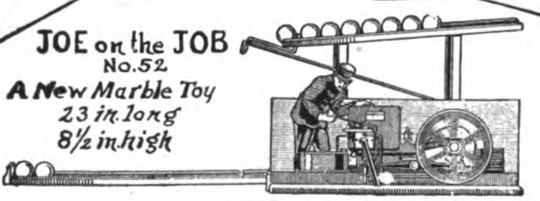
10½ in. high

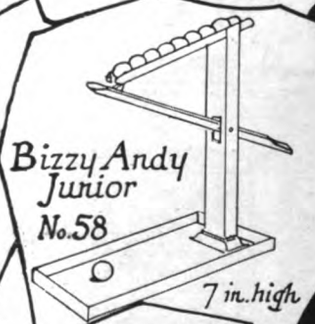
JOE on the JOB No. 52

A New Marble Toy

23 in. long

8½ in. high





Bizzy Andy Junior No. 58

7 in. high



"Sandy Andy" Full Back No. 25

8 in. high

"Sandy Andy" Sand Pail & Shovel Sets



Enameled in Red, Blue and Green

and Sprinkling Cans



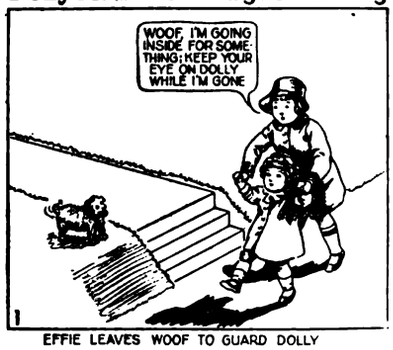
"Sandy Andy" Laundry Sets Three Sizes No. 1 · No. 2 · No. 3

"Sandy Andy" Toys

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ADVENTURES OF DOLLY DUMPLING

Dolly Attracts a Large Following



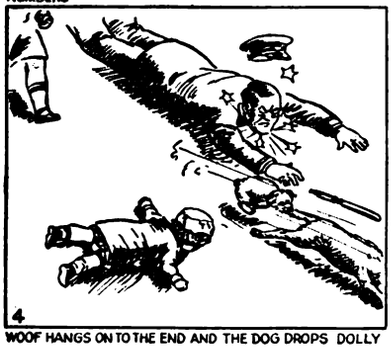
EFFIE LEAVES WOOF TO GUARD DOLLY



WOOF LETS HIS EYES WANDER AND A VAGABOND DOG STEALS DOLLY



DOLLY AND THE DOG IN THE LEAD AND THE CHASE GATHERS NUMBERS



WOOF HANGS ON TO THE END AND THE DOG DROPS DOLLY



DOLLY ISN'T HURT BUT THE OFFICER SUFFERS A SEVERE SHOCK

Effanbee Dolls

Are designed with the child's eagerness for pretty dolls in mind.

Walking, Talking and Sleeping dolls are increasingly demanded everywhere.

Your customers want the Finest and Best at the most reasonable prices. That means that your stock of EFFANBEE Dolls should be complete.

Composition Legs

Sleeping Eyes



Effanbee DOLLS

Effanbee DOLLS

They Walk

They Talk

"The DOLLWITH THE HUMAN VOICE" IS EXCLUSIVELY AN *Effanbee* DOLL

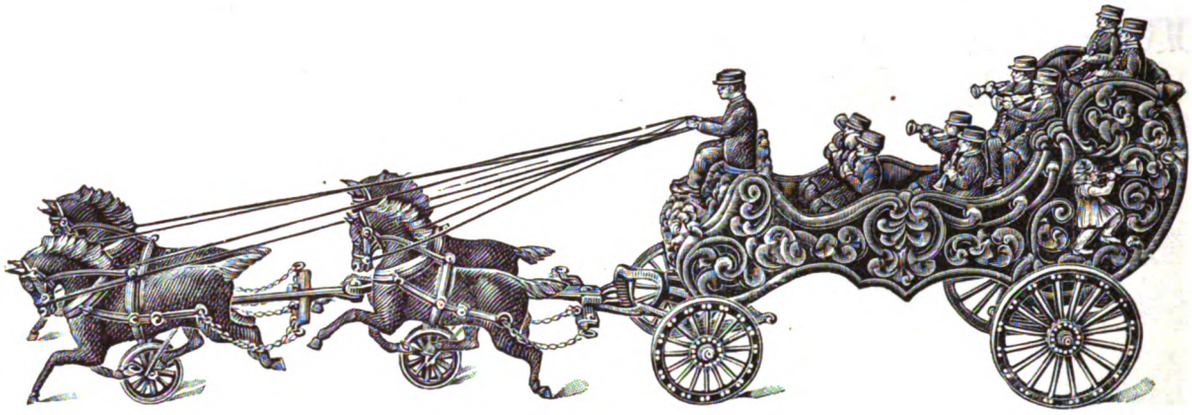
Manufactured and equipped with voice device which we control. Strong and Simple in construction and cannot get out of order. No rubber parts to rot or harden.

Warranted to operate perfectly.
Send for samples and prices.

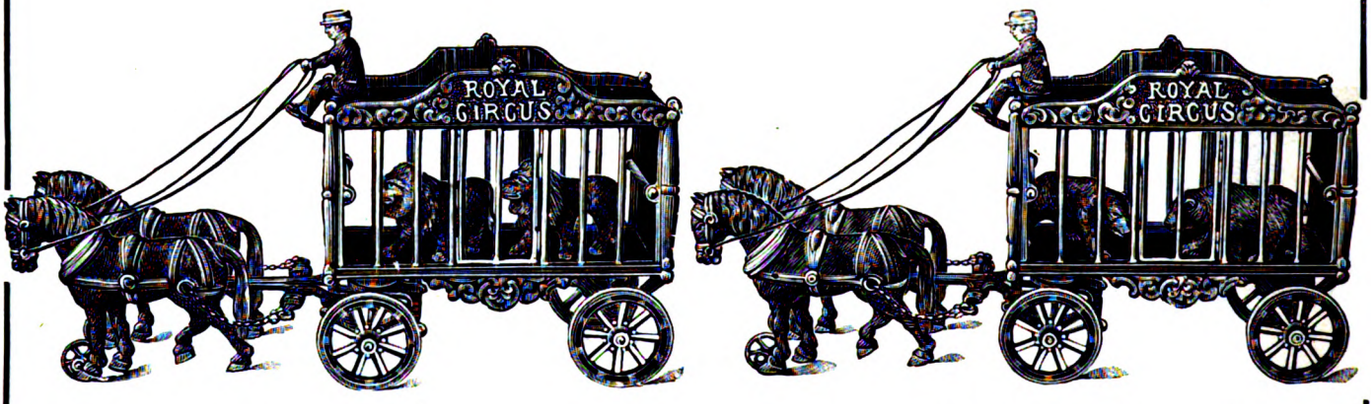
Fleischaker & Baum

45 EAST 17th ST., N. Y.

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The Hubley Circus Has Arrived



Attractive---Something New---Unbreakable



Twenty-Five Circus Toys in Cast Iron

Makers of All Kinds of Iron Toys

THE HUBLEY MANUFACTURING CO.

LANCASTER, PA.

DIRECT REPRESENTATIVES
The Owens-Kreiser Co.
31 East 17th St., New York

DIRECT REPRESENTATIVES
The Strobel & Wilken Co.
61-65 W. 23rd St., New York

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HORSMAN "MAMA" DOLLS

THEY TALK AND WALK

WITH LLOYD PATENTED-GUARANTEED INDESTRUCTIBLE VOICE



HORSMAN "DELIVERS THE GOODS"

Send for Catalogue

E. I. HORSMAN & AETNA DOLL CO.

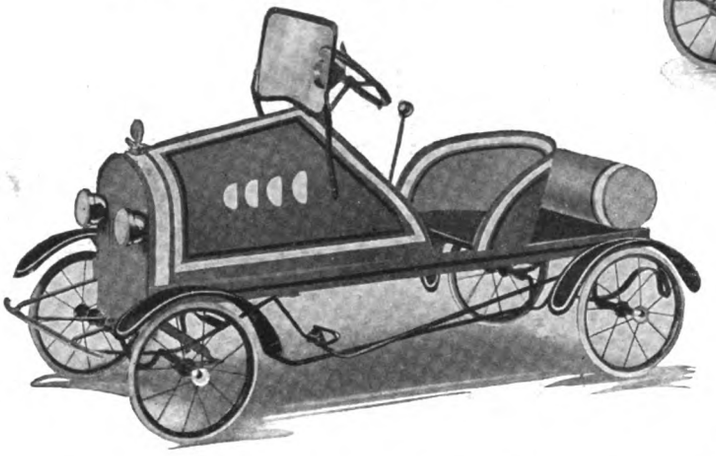
15 UNION SQUARE WEST **NEW YORK**

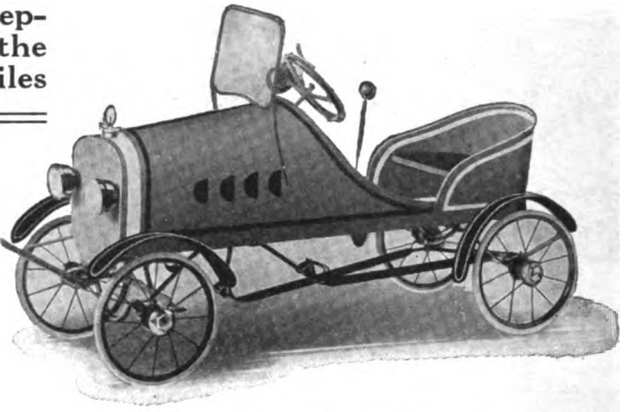
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"BUILT FOR SERVICE" CHILDREN'S VEHICLES

The accompanying illustrations are representative of the style and finish of the "Cleveland Line" of Children's Automobiles

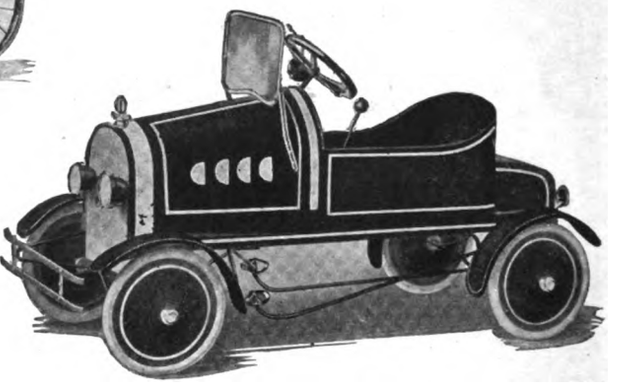
A pleasing model, suitable for the little youngster. Light, strong, easy running.





A racing model—for the boy who loves to lead his little playmates down the course.

The discriminating buyer will find in this model, all of the features required to make it a leader—Ball Bearing Disc Steel Rubber Tired Wheels, Windshield, Gas and Spark Control, Upholstered Seat, Gear-shift, etc. Handsomely finished in bright snappy color varnishes.



We are building all of these vehicles of strong steel stampings. Particular attention has been given to fitting these models to the little users, assuring them of the most pleasure with the least exertion.

Our catalog illustrating and describing our entire line is ready for distribution.

Be sure to get our complete catalog and prices before placing your business. We are confident we can name you an interesting proposition.

"THE CLEVELAND LINE"

BOYS' STEEL EXPRESS WAGONS, WOOD COASTER WAGONS, VELOCIPEDES, HAND CARS, TOY GARDEN BARROWS, CHILDREN'S AUTOMOBILES

Cleveland, Ohio
1971 West 85th Street

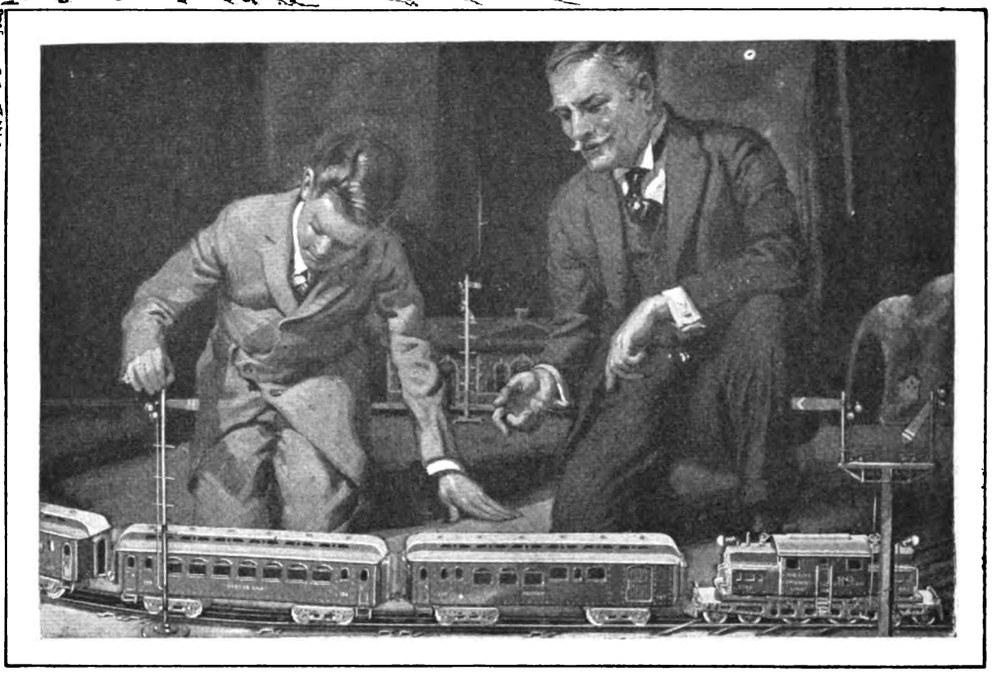
DISPLAY ROOMS

New York, N. Y.
A. S. Ferguson Co., 48-52 East 21st Street

THE KIRK-LATTY MFG. COMPANY
CLEVELAND, OHIO

Digitized by Google





Three complete lines—
all profitable leaders!

WHATEVER your requirements may be for mechanical trains, electrical trains and mechanical boats, they can be completely met in Ives lines. For over two generations the name Ives on toys has stood for the utmost in quality. A million boys from coast to coast are proud owners of Ives toys. The dealer that concentrates on Ives lines cashes in on this tremendous good will.

New boat numbers

Ives boats for this season are at considerably reduced prices and include many new numbers. In addition to the popular 9 and 12 inch mechanical models, there are brand new merchant ships, motor cruisers and ocean liners in both 11 and 14 inch styles. Sturdy construction and removable motors that can be repaired or renewed, put these boats far ahead of competition. A positive innovation this year is our new line of 30-inch hull, model sailing yachts. They are to be had in four rigs, each boat a real model in every respect of the finest racing yachts afloat.

Mechanical trains lower priced

Your purchases this season on Ives mechanical trains can be made at prices 10% to 25% below our 1921 list, and with the full assurance that there will be no let down in the quality that has kept this line a leader in its field for over twenty-five years. Every Ives locomotive contains an exceptionally strong spring that is speed governed and fully guaranteed. You take no chances selling this mechanical train line.

Increase your electric train business

"Cleaned up nicely" is the verdict of dealers everywhere that sold Ives electric trains during 1921. Our extremely low 1922 prices will enable you to beat your last year's electric train business. Plan now to feature this season Ives No. "0" and Standard Gauge trains. A comparison of these wonderful lines with any others in the world will quickly prove their superiority. More sales and greater profits will go to the dealer this year carrying a complete assortment of Ives toys. Write for our new catalog and price-list today.

THE IVES MANUFACTURING CORPORATION, 200 Fifth Avenue, NEW YORK CITY



Mechanical Trains
Electrical Trains

Ives Toys
Make Happy Boys

Mechanical Boats
Model Yachts



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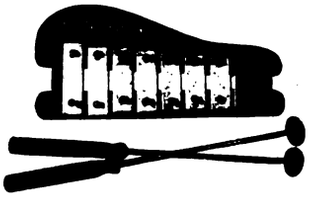
"Falcon"

TOYS THAT LAST

Pianos—Metallaphones—Blocks Blackboards—Tool Chests

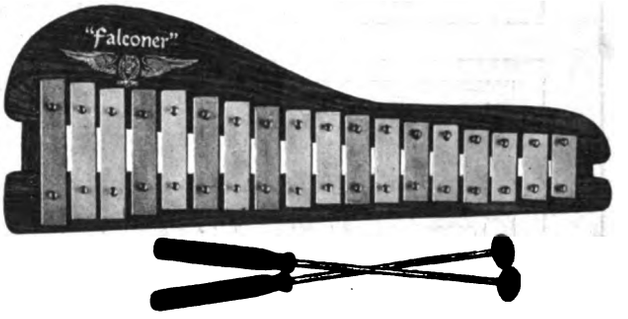


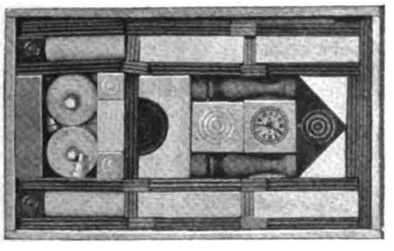




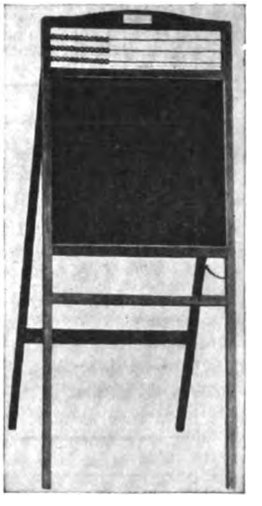












An Old Established Line of Well Constructed, Attractive and Appealing Toys—Its Completeness Permits of Variety Without Overstocking.

AMERICAN MANUFACTURING CONCERN

Factory Established in 1807

FALCONER, NEW YORK, U. S. A.

New York Office: 200 Fifth Avenue **Chicago Office: 115 South Dearborn St.**

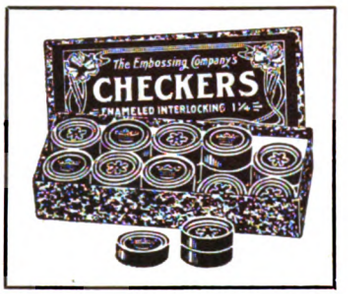
SALES AND DISPLAY OFFICES

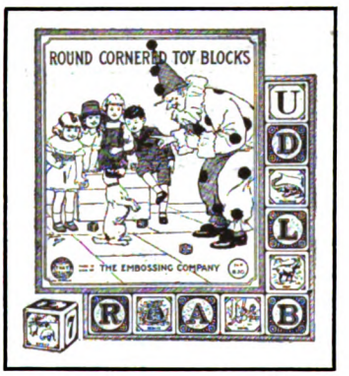
200 Fifth Avenue, Room 806, Fifth Avenue Bldg., New York City
115 South Dearborn St., Room 1006, Adams Express Bldg., Chicago, Ill.
Owens-Kreiser Co., 31 East 17th Street, New York City
Geo. E. Dalton Co., Los Angeles, San Francisco, Denver, Seattle

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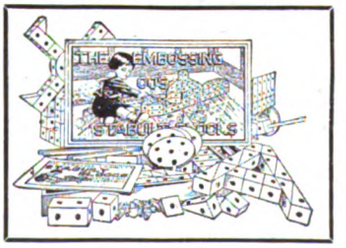
THE EMBOSSING COMPANY, ALBANY, N.Y.











"TOYS THAT TEACH"—THE BACKBONE OF MOST TOY DEPARTMENTS.

We want you to see for yourself our wonderful line of *"Toys That Teach."* See our *Toy Blocks* from painted blocks in nine colors to our natural finish burnt wood blocks; over seventy items to choose from, including a full line of *round cornered blocks*. Then come *Stabuilt Blocks* and *Color Cubes*, standard instruction items in schools, *Architectural Blocks, Bend-i-kins* and *Modelling Sets*. Our *Dominoes* and *Checkers* are known everywhere. Surely this is a good substantial line, a line just right for your store.

We want every dealer in the country to know the advantages of the Embossing Company's Line *"Toys That Teach,"* so you can judge for yourself just what a high quality line ours means to you and your trade. We will gladly make up a $10.00 assortment of samples and send to your address express prepaid. Inspect the samples, put them on sale, and see just what our line will do for you.

Catalog will be sent promptly if you prefer to make your own sample selection.

STABUILT BLOCKS - A B C BLOCKS - BUILDING BLOCKS
SPELLING BLOCKS - COLOR CUBES - DOMINOES
CHECKERS BEND-I-KINS - and other specialties

Fifty-two Years of Honorable Service

THE EMBOSSING COMPANY

Main Office and Factory, Albany, N. Y.

New York Office and Display Room:

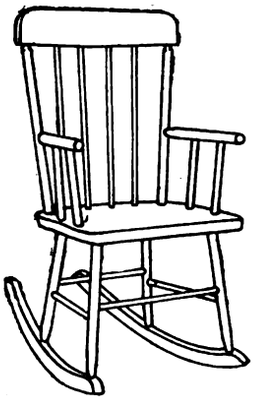
Room 440, 200 Fifth Avenue, Corner 23rd St.

THE EMBOSSING COMPANY TOYS THAT TEACH ALBANY N.Y. U.S.A.

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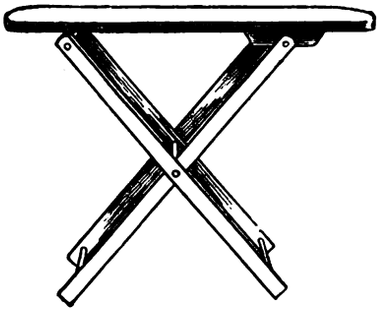
MASON

There's Only One Mason Line



Red Finished
Children's Chairs
Rockers
Tables

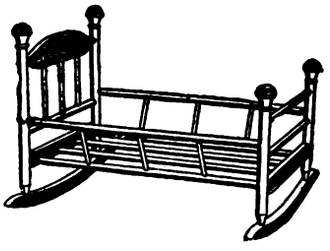




White Enamel
Dolls' Chairs
Rockers
High Chairs
Cradles
Beds
Bassinets
Children's Chairs
Rockers
Tables

Mahogany Doll Beds
Mahogany Child's Chairs
and Rockers

Natural Finished
Dolls' High Chairs
Children's Chairs
Rockers
Tables
Bowling
Alleys
Desks



Let us come to you by mail

Write for catalogue

All numbers shown in colors



All Items Big Values at Popular Prices

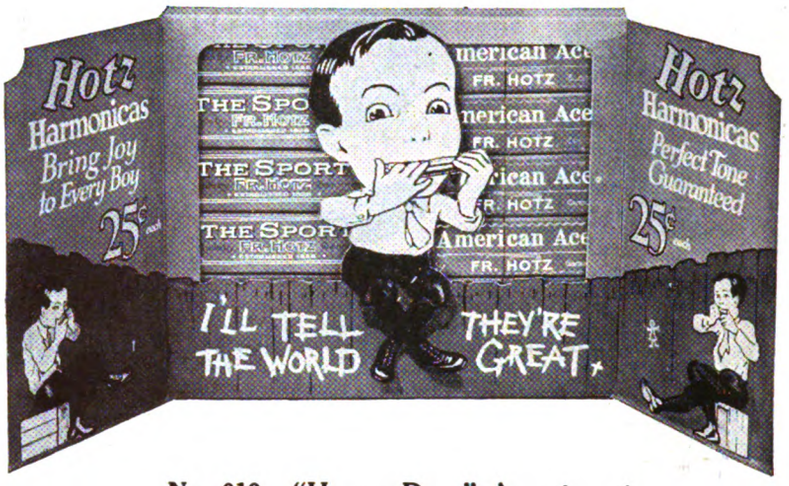
Retail—15c, 25c, 50c, 75c, $1.00, $1.25, $1.50, $2.00 to $10.00

THE MASON MFG. COMPANY

SOUTH PARIS, MAINE

Salesroom: 200 Fifth Avenue, New York
Room 805

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No. 019. "Happy Days" Assortment

Everybody Buys Harmonicas

The most popular thing in the world is success.

That is why the "Happy Days" Hotz Harmonica Assortment No. 019, illustrated in this advertisement, is meeting with such tremendous demand. Leading retail dealers throughout the country say that it is the snappiest sales-promoting outfit in its class.

This new Hotz Assortment has demonstrated to the retail dealer that real substantial and worthwhile profits can be made with a line of dependable Harmonicas.

Buy your Assortment today. Place it in a prominent position in your showcase and sell every man, woman and child entering your store a Hotz Harmonica. It will give them a world of pleasure and satisfaction, and, besides your profit, you will have a satisfied customer.

A few words more about the No. 019 "Happy Days" Assortment.

No. 019 "HAPPY DAYS" ASSORTMENT. In this offer, the retailer has an assortment of 25c Hotz Harmonicas in a novel and practical counter display, lithographed in four colors, that has real selling merit. It contains 12 Hotz Harmonicas, No. 01, "The Sport," and No. 02, "American Ace," each having 10 single holes, 20 reeds, brassed plates, nickel-plated covers, warranted to be in perfect tuning and of first-class quality. At the price offered, your cash profit is over 50%.

Ask Your Jobber

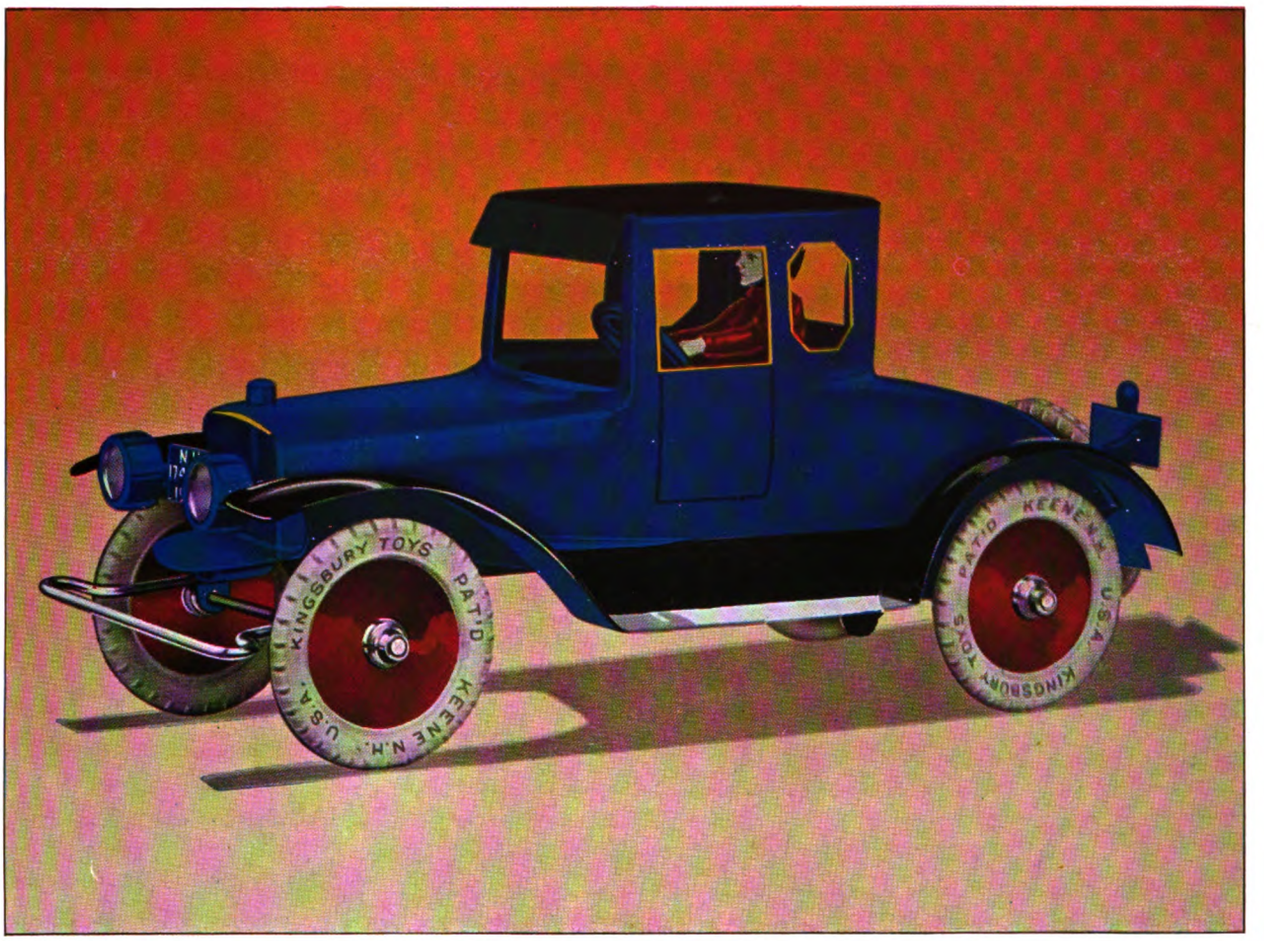
M. HOHNER

114-116 East 16th Street **New York City**

Hohner Products Awarded First Prize at the Panama-Pacific International Exposition, San Francisco, 1915

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KINGSBURY TOYS



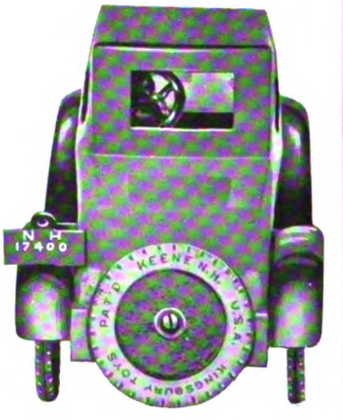
THE COUPE



One of 32 Automobile Models. All are equipped with steel disc wheels with nickel plated hubs, and white rubber, non-skid tires vulcanized on. New improvements have added durability to our famous flat steel spring long-distance motor. In a recent test a model taken from stock ran 150 miles, 7,920 windings, before the spring broke.

Send for our new complete Catalog.

THE FINEST LINE OF AUTOMOBILE TOYS IN AMERICA



KINGSBURY MANUFACTURING COMPANY

KEENE, NEW HAMPSHIRE

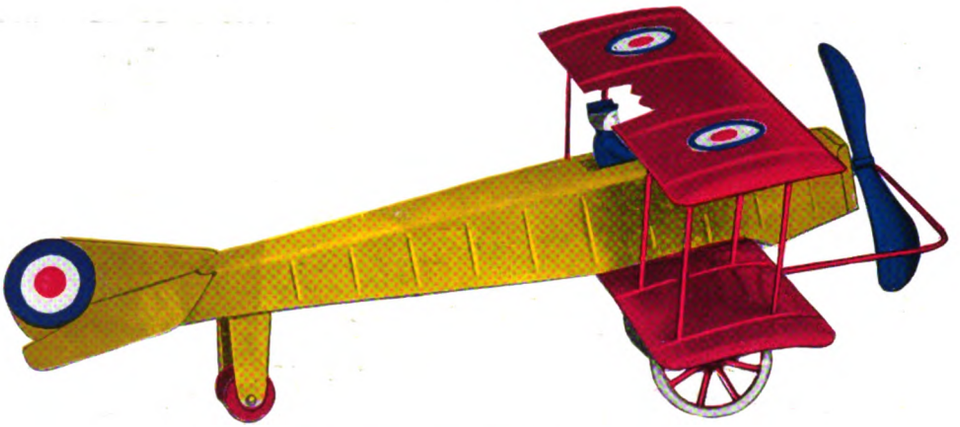
NEW YORK OFFICE AND SALESROOM: 11-15 UNION SQUARE WEST, NEW YORK

REPRESENTED BY RIEMANN, SEABREY COMPANY

KINGSBURY KEENE NEW HAMPSHIRE

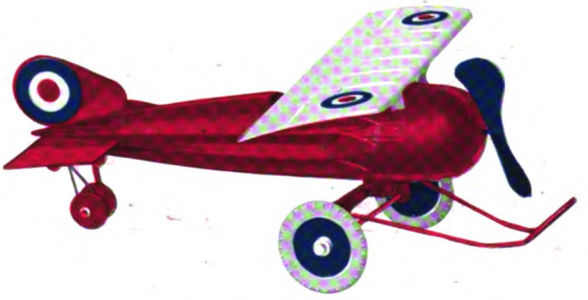
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KINGSBURY TOYS



THE TAXIPLANE

A perfect model Aeroplane of embossed steel electrically welded. It is propelled along the floor by a strong steel spring motor. The propeller is connected by shaft and rubber band to the little wheel in the rear and spins as long as the plane is in motion. Plane is arranged to run straight ahead or in circles and will "bank" on the turns in a very realistic manner. It has a wing spread of twelve inches and is fifteen inches long. Finished in colors as above and is equipped with rubber tired wheels.



PULL PLANE

A very substantially made Toy which is drawn along the floor with a string. Turning the wheels causes the wing to tip, so that it banks in a very realistic manner. The propeller spins while the plane is in motion.

Send for our complete Catalog of Trains, Horse Toys and Automobile Toys.

THE FINEST LINE OF AUTOMOBILE TOYS IN AMERICA

KINGSBURY MANUFACTURING COMPANY

KEENE, NEW HAMPSHIRE

NEW YORK OFFICE AND SALESROOM, 11-15 UNION SQUARE WEST, NEW YORK

REPRESENTED BY RIEMANN, SEABREY COMPANY

KINGSBURY KEENE NEW HAMPSHIRE

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PLAPHONE - 600

THE ORIGINAL TOY TELEPHONE

[PATENTS PENDING]



No Rough or Sharp Edges. All Nickel-Plated Parts Highly Polished. Wooden Upright and Receiver Beautifully Enamelled. Furnished in Black, White, Pink, Blue, Green and Red.

The Gong Bell Manufacturing Co., East Hampton, Conn., U.S.A.

Makers of **"PLALINE" TOYS**

SELLING AGENTS:

GEO. BORGFELDT & CO., NEW YORK
STROBEL & WILKEN CO., NEW YORK
SARGENT & CO., NEW YORK
OWENS - KREISER CO., NEW YORK
G. E. DALTON CO., LOS ANGELES

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ESTABLISHED IN 1866 INCORPORATED 1899

The Gong Bell Manufacturing Co.

BELL AND TOY MAKERS FOR OVER 50 YEARS

New York Representatives for the Hardware Trade:
SARGENT & CO.,
149-153 Leonard Street

East Hampton, Conn.,
U. S. A.

New York Representatives for the Toy Trade:
GEO. BORGFELDT & CO.
THE STROBEL & WILKEN CO.
THE OWENS-KREISER CO.
Pacific Coast: G. E. Dalton Co., Los Angeles, Cal.

Our Friends in the Trade

Gentlemen:-

We take great pleasure in announcing to the trade that we have added another improvement to our Plaphone-600. Hereafter, Plaphones will be made with a Green Felt Underbase, (Patent Applied For), to look more nearly like the Standard Desk Telephone. This added improvement will undoubtedly increase the sales of this item even beyond what they were last year, so we are going to ask you to place early orders to cover yourselves.

Plaphones in all colors, Red, Blue, Green, Pink and White, as well as Black or Rubberoid, (improved finish), will have the Green Felt Base.

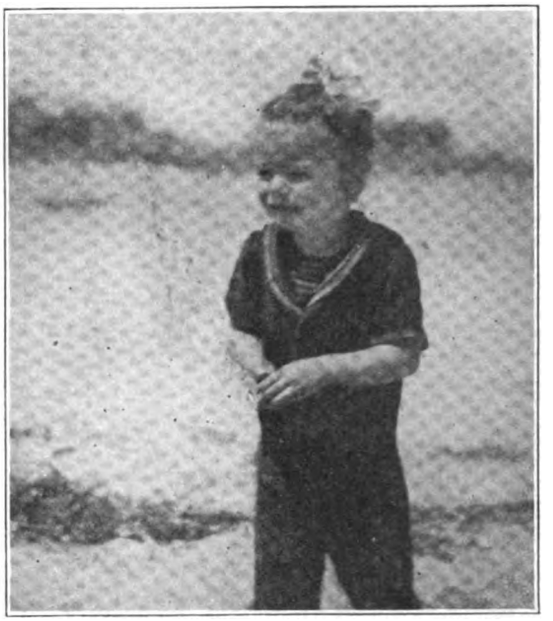
Very truly yours,
THE GONG BELL MANUFACTURING CO.

P. S. Over 1,000,000 Plaphones were sold last year.

(over)

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Hard Luck!



Oh my—what trouble we're in just because Daddy can't get any Water Wings! "The man in the store has no more."

We represent the Ayvad Mfg. Co. If you intend to sell Water Wings now is the "*final* call" to send us your order.

This is also the opportune time to place orders for Holiday Toys of American Manufacture. Have it over with and then you can lay plans for your summer vacation.

We represent many important manufacturers.

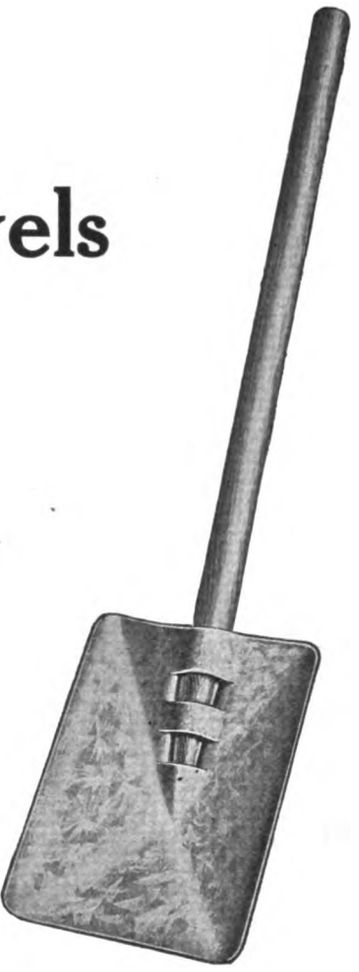
The Owens-Kreiser Company

31 East 17th Street - - New York

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Iron Horse Sand Pails and Shovels





Here Is a Toy Pail and Shovel you simply cannot bend or break

The kind of toys that last and repeat. We build the pails of heavy gauge galvanized iron and with the same care and thoroughness as our regular line of water pails. They can be had either tastefully striped in red or beautifully enameled in red, green or blue outside and white inside.

And the shovels—notice how the handle is inserted in the extra heavy galvanized metal blade, it positively cannot come loose and you cannot bend or break it. We also enamel these shovels to correspond with the pails.

Our line includes also:

All Metal Toy Drums
Toy Snow Shovels
Children's Wash Tubs

All made from extra heavy galvanized metal, handsomely striped or enameled.

Write for printed matter and prices on our complete line of Iron Horse Metal Toys.



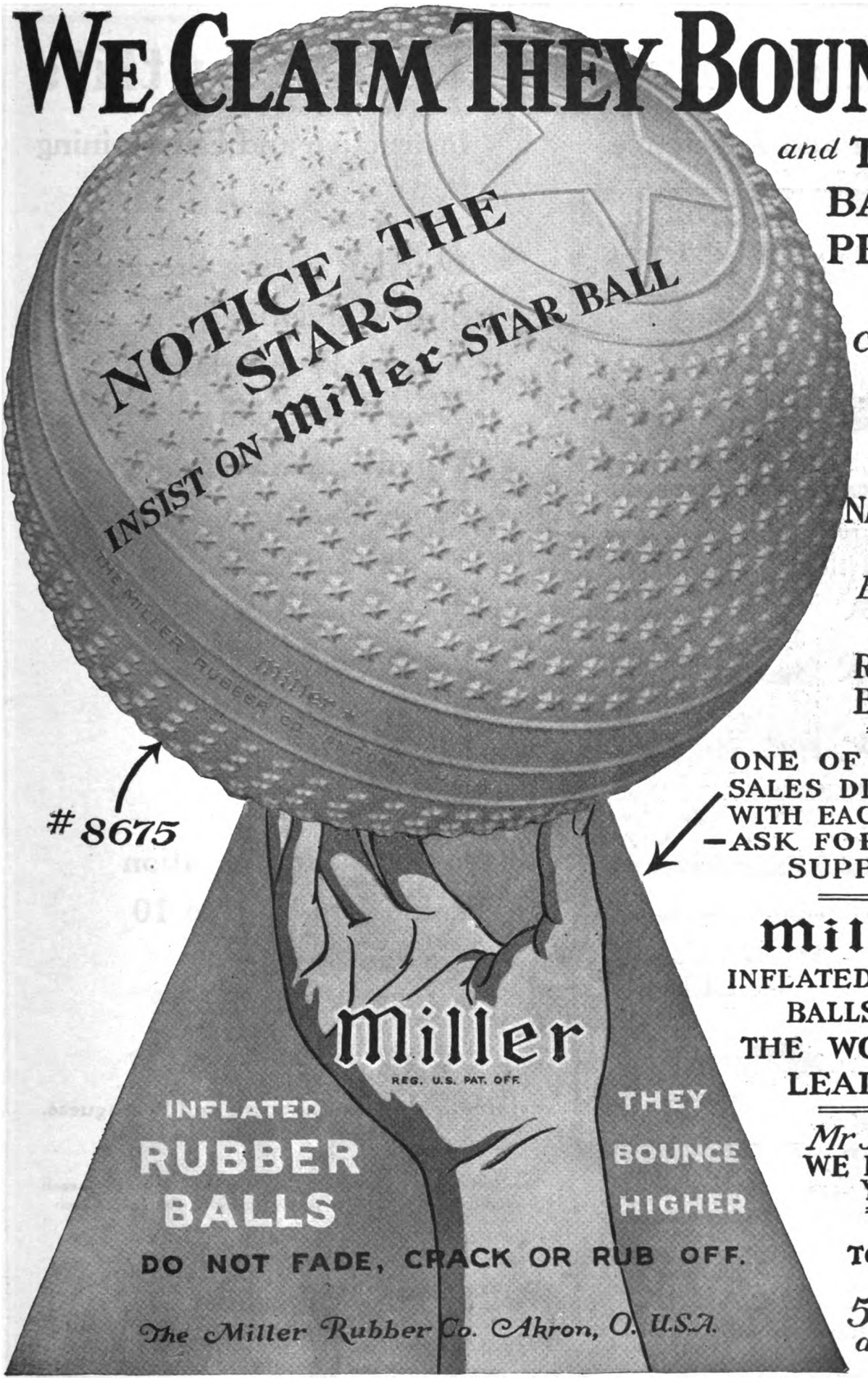
These neatly designed sprinklers, two quart size in the striped and enameled style, appeal both to children and grown-ups.

ROCHESTER CAN COMPANY

ROCHESTER □ **NEW YORK**

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WE CLAIM THEY BOUNCE



and THE BALLS PROVE IT

COMPARE THEM

THEY JUST NATURALLY SELL

Because they are REALLY BETTER

ONE OF THESE SALES DISPLAYS WITH EACH BOX —ASK FOR YOUR SUPPLY

Miller

INFLATED RUBBER BALLS ARE THE WORLD'S LEADERS

Mr Jobber WE PROTECT YOU

MADE TO RETAIL *from* 5¢ *to* $1.00 *and worth* MORE

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Child Improvement Outfits

(PATENTED IN THE UNITED STATES AND CANADA)

Useful and Attractive

Instructive and Entertaining







Wonder Nature Stories
Bird Wonderland
Animal Wonderland
Wonder Garden
Wonder Speller
Funny Face
Playland Reader
Bird Wonder Speller
Ideal Speller
Playtime
Wonder Numbers
Lost Letter
Wonder Multiplication
Table 1 to 5—6 to 10
Garden Speller
Animal Set-Ups

Printed in English, Spanish and Portuguese.
Beautiful Natural Colors.

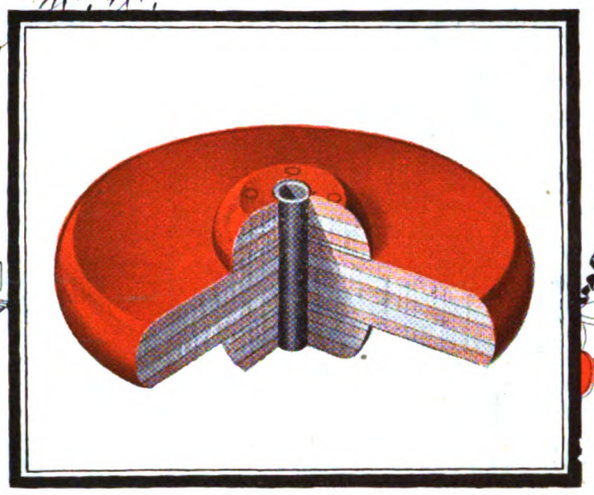
Size, 8½x12½ ins. Boxed. Retail price, $1 each. Postage 15c each
Half Size, boxed. Retail price, 75c each. Postage, 8c each

SOLE MANUFACTURERS—Infringements will be prosecuted.

IDEAL BOOK BUILDERS, Publishers

4311-13 Ravenswood Avenue - - - - - - CHICAGO, U. S. A.

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LAMINATED or PLY-WOOD

An explanation of an unusual strength-giving feature that clinches many sales

A HEALTHY, thoughtless youngster can discover more methods of destroying property than the wisest adult. Particularly is this true of toys and playthings.

In Mengel Playthings, permanency is made more certain through the use of laminated or ply-wood in every part subjected to unusual stress. Mengel ply-wood cannot be split.

Above is a section of a Mengel Ply-wood Wheel—the strongest wheel made. It is constructed of a number of wood sheets or plies placed so that the grain alternates. These wood sheets are fastened together with a special cement, the formula for which is owned by The Mengel Company.

Infinite tests have proven that this cement when set is impervious to heat and to the elements. You could scarcely injure this wheel with an axe. Even when not protected by steel tires it invariably wears true.

The parent who contemplates the purchase of any wheeled toy is concerned above all things with its durability. The merchant who carries Mengel Playthings has at his command a sales argument that convinces because it is absolutely sound.

Send for Catalog and Price List

THE MENGEL COMPANY

LOUISVILLE, KY. *Incorporated* ST. LOUIS, MO.

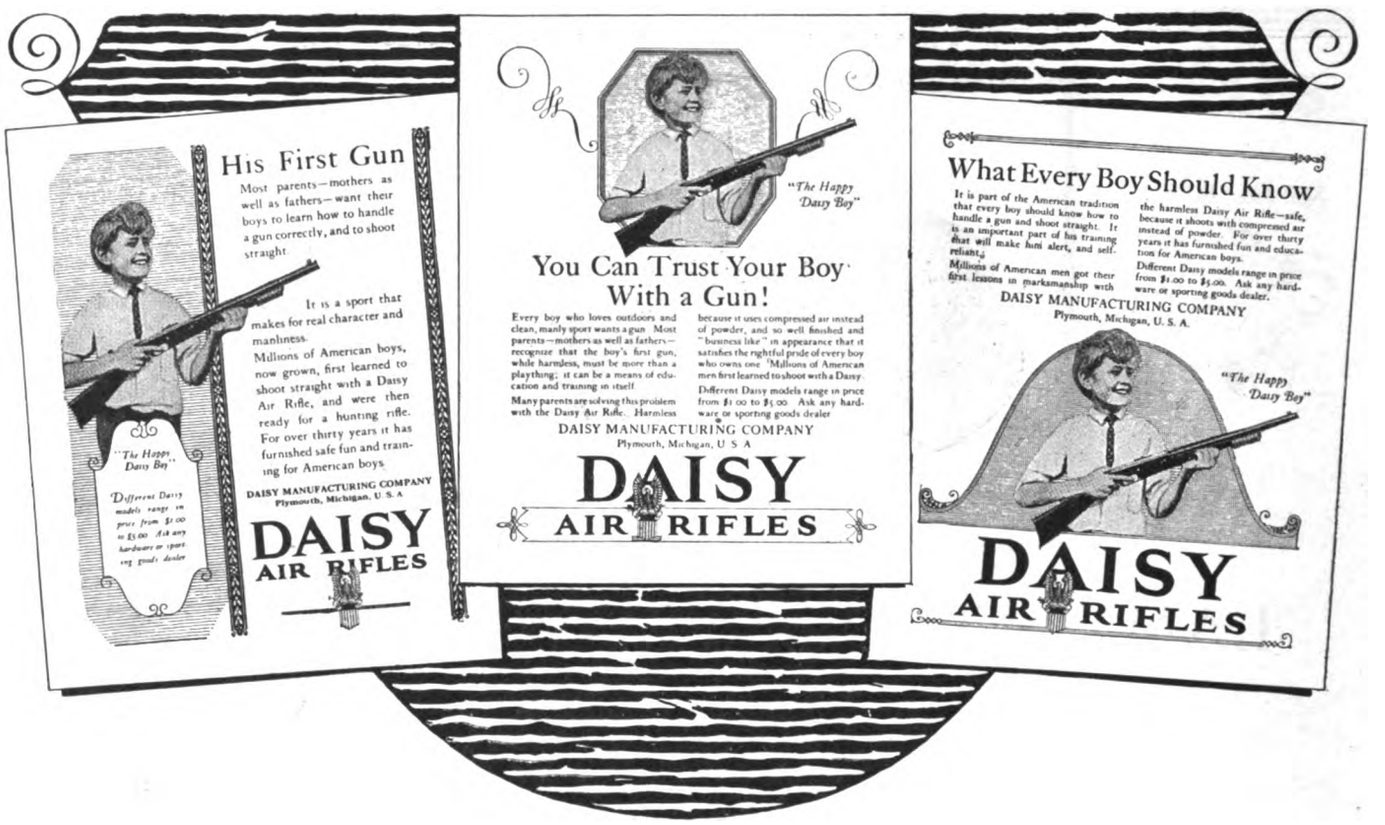
New York Office and Show Room, 5th Avenue Building

Mengel Playthings

JUST FOR FUN

MENGEL PLAYTHINGS

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Getting Father's Vote

Boys just naturally take to Daisy Air Rifles, like ducks take to water. Show a Daisy to a boy, and he won't be happy till he gets one.

Father, however, sometimes needs a little persuasion. Hence our campaign in the Saturday Evening Post, to remind him how much a Daisy Air Rifle means to his boy—both in fun and training.

This series of advertisements, a few of which are shown above, is appearing in the Saturday Evening Post, throughout the year. In addition to this great national magazine going into over 2,000,000 homes, Daisy Air Rifle advertising will also appear regularly in the Literary Digest, Youths' Companion, The American Boy, and other publications that reach both American boys and their fathers and mothers. A total of over 4,000,000 homes will read the Daisy story—not once but many times. Every dealer should be prepared to show the full Daisy line, which offers a Daisy for every boy, at a wide range of profits, from $1.00 up.

Send in your order to your jobber today, or write for full information.

DAISY MANUFACTURING COMPANY

Plymouth, Michigan, U. S. A.

Pacific Coast Branch:
Phil B. Bekeart Co., Managers,
717 Market St., San Francisco, Cal.

Southern Representatives:
Louis Williams & Co.
Nashville, Tenn.



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More Pulling Power!

An Electric Train is no better than its motor—

NOT by adding needless weight, but through the skilled precision workmanship of trained artisans and designers, the power of Lionel Locomotives has been greatly increased. The perfection and power of these motors classes them as the greatest achievement in the manufacture of electric toy trains. They will pull more cars at greater speed. Without fear of contradiction, you can tell your customers that in buying Lionel Trains they obtain electrical and mechanical perfection.

And never before have so many desirable features and refinements been added. Never before has such a line of toy trains as the Lionel line for 1922 been offered. New, fast selling outfits and accessories make Lionel products more profitable than ever to you.

PLACE YOUR ORDER NOW

The volume of orders received this spring exceeds that of any year in the past. Last year, despite increased capacity of our big plant, great difficulty was experienced in filling late orders. Don't wait. Don't take chances. Place your order now for delivery when you want the goods.

PRICES GUARANTEED

Prices are absolutely guaranteed against decline. In fact, Lionel prices are now the lowest in years—as low as Lionel quality will permit.

Lionel Electric Toy Trains and "Multivolt" Transformers, have been standard of the World for 22 years. Remember that over a million and a half Boys own and operate Lionel outfits.

Announcement

The Lionel Corporation cordially invites you to visit its newly built and decorated showroom occupying 15,000 square feet—the entire Sixth Floor at 48 E. 21st Street, New York City. The most elaborate toy display windows ever made are to be seen here and you will find the Lionel sales force always in attendance to demonstrate each Lionel Outfit for you. Make this "Lionel Toy Fair" your New York Headquarters.

LIONEL ELECTRIC TOY TRAINS
& Multivolt Transformers

THE LIONEL CORPORATION
48-52 E. 21st St. New York City
Entire Sixth Floor



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THE NEW "LIKE MOTHER'S" ALUMINUM TOY COOKING UTENSILS

(TRADE MARK REG.)

Unusually Profitable to Handle at Present Prices

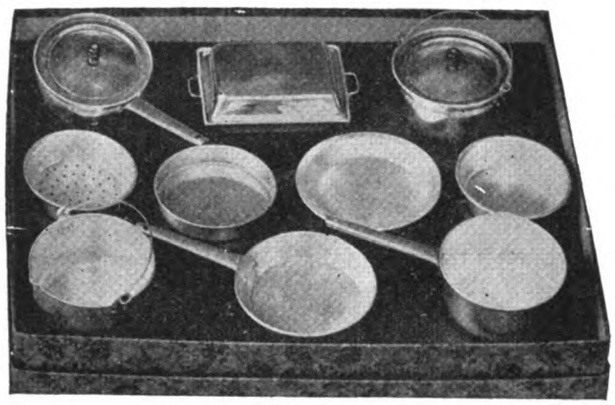
We announce a complete new line of Toy Sets superior to anything heretofore done by anybody in this field of Toys—For-Little-Girls. Every piece is religiously exact in its appearance and design to the famous "Swissalu" Aluminum utensils. Truly "Like-Mother's".

Write for new catalog just off Press.

BOWMAN ASSOCIATED TOY FACTORIES

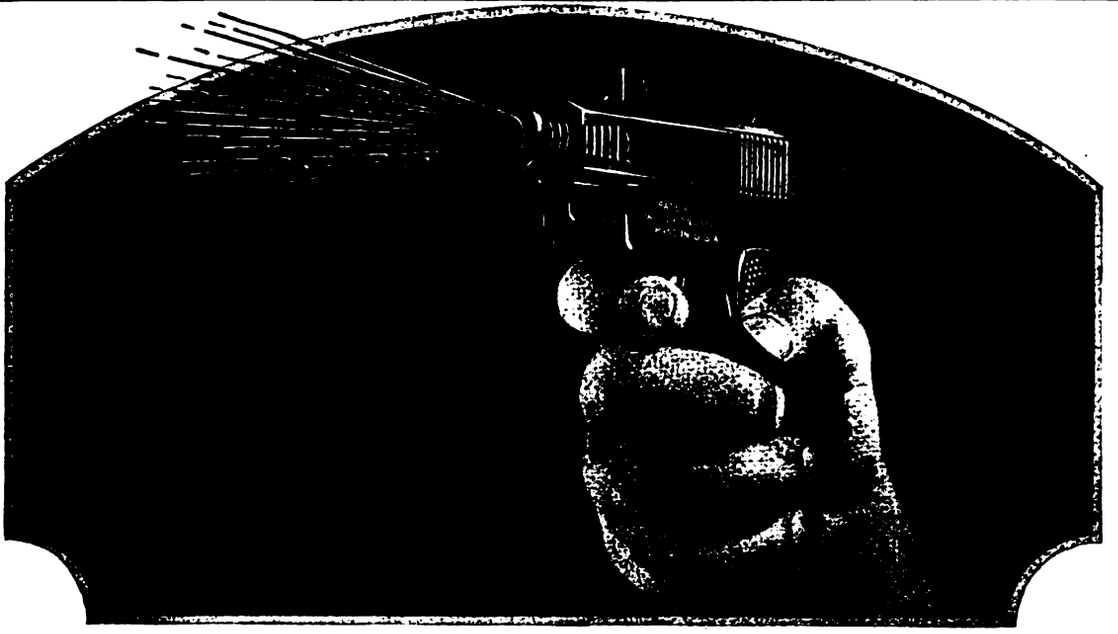
The Geo. H. Bowman Co., Manufacturers

CLEVELAND, OHIO



No. 8070—A representative set. Also contains a Combination Cooker, which adds 4 utensils,—Steamer, Double Boiler, Casserole and Round Roaster,—making 14 utensils in this set.

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Are You Enjoying Your Share of These Great Sales?

RONSON REPEATER sales have grown from half a million in the first six weeks to their present tremendous volume. This gun is one of the fastest selling toys ever introduced to boys.

You should be enjoying your share of these enormous sales. Get a big supply of Ronson Repeaters on your shelves now.

Every time you pull the trigger of the Ronson Repeater a big red flash shoots out, smoke and all—that is the secret of its wonderful success. These flashes are absolutely harmless. The Ronson Repeater complies with the laws of every state.

The national advertising campaign has started. Every month, a Ronson Repeater advertisement appears in the Saturday Evening Post and a long list of boys' publications. Every advertisement talks to an audience of over 3,000,000.

Order now from your jobber. If he can't supply you, write us. Do it today.

THE ART METAL WORKS, 22 Aronson Square, Newark, N. J.

For 35 Years Makers of High Grade Metal Novelties

The Ronson Repeater Retails at

25c

Higher in the West and Canada





WHAT MAKES THE FLASH?

It's those mysterious little Ronson Redskin Reloads. Each is good for 5,000 flashes at a retail cost of 1,000 shots for one cent. They mean added profits for you. Order a large supply—you'll need 'em. And remember, nothing but genuine Ronson Redskin Reloads will make the big red flash in the Ronson Repeater.

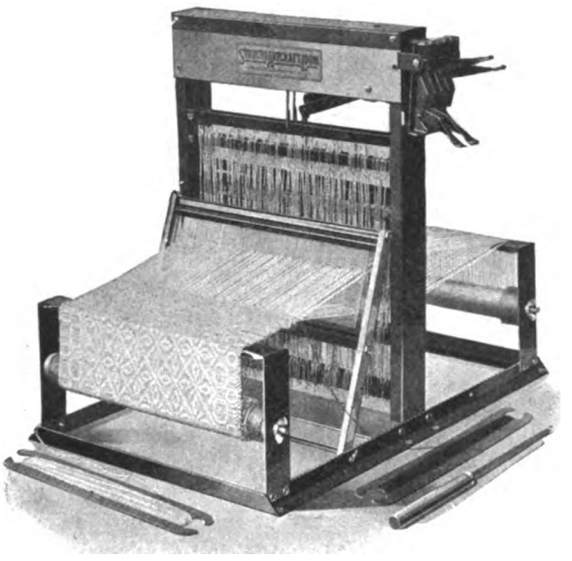
The RONSON REPEATER

Trade-mark registered *Patented in U. S. A. and abroad*

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STRUCTO TOYS

NEW
AND
ORIGINAL



TRIPLE VALUE
1. Entertaining
2. Educational
3. Useful

STRUCTO ARTCRAFT LOOMS

Mr. Dealer:—Your stock of toys is not up to date unless you are showing samples of Structo Looms—the best new item of the year.

NEW STRUCTO CATALOG

Just off the press a **complete** catalog of the Structo Line.

Beautifully illustrated by a real artist. Printed by the best printing house we know. Shows every item in the wonderful Structo Line. It is worth having as a picture book whether you buy toys or not.

It is yours for the asking.

STRUCTO MFG. CO.

NEW YORK SALES OFFICE
200 FIFTH AVE., NEW YORK

MAIN OFFICE AND FACTORY:
FREEPORT, ILLINOIS

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Copyrighted by Unique Art Mfg. Co., 1921 Patented Oct. 18, 1921

"JAZZBO-JIM"

The Dancer on the Roof

"WITH HIS BANJO"

——PATENTED——

YOU KNOW HIM! YOU NEED HIM!!

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Make Your Permanent Office at the Home of the Toy Fair





Two views of the National Retail Merchants Exposition as it appeared during the Toy Fair before its reconstruction.

A New York Salesroom for $150 a Year

in charge of a capable salesforce well known to the trade.

That is the

N. R. M. EXPO.

National Retail Merchants Exposition

Permanent Radio, Toy and Gift Show, Open July 1, 1922.

The Place to Display Your Product.

For further details, write today to Exposition Department of the

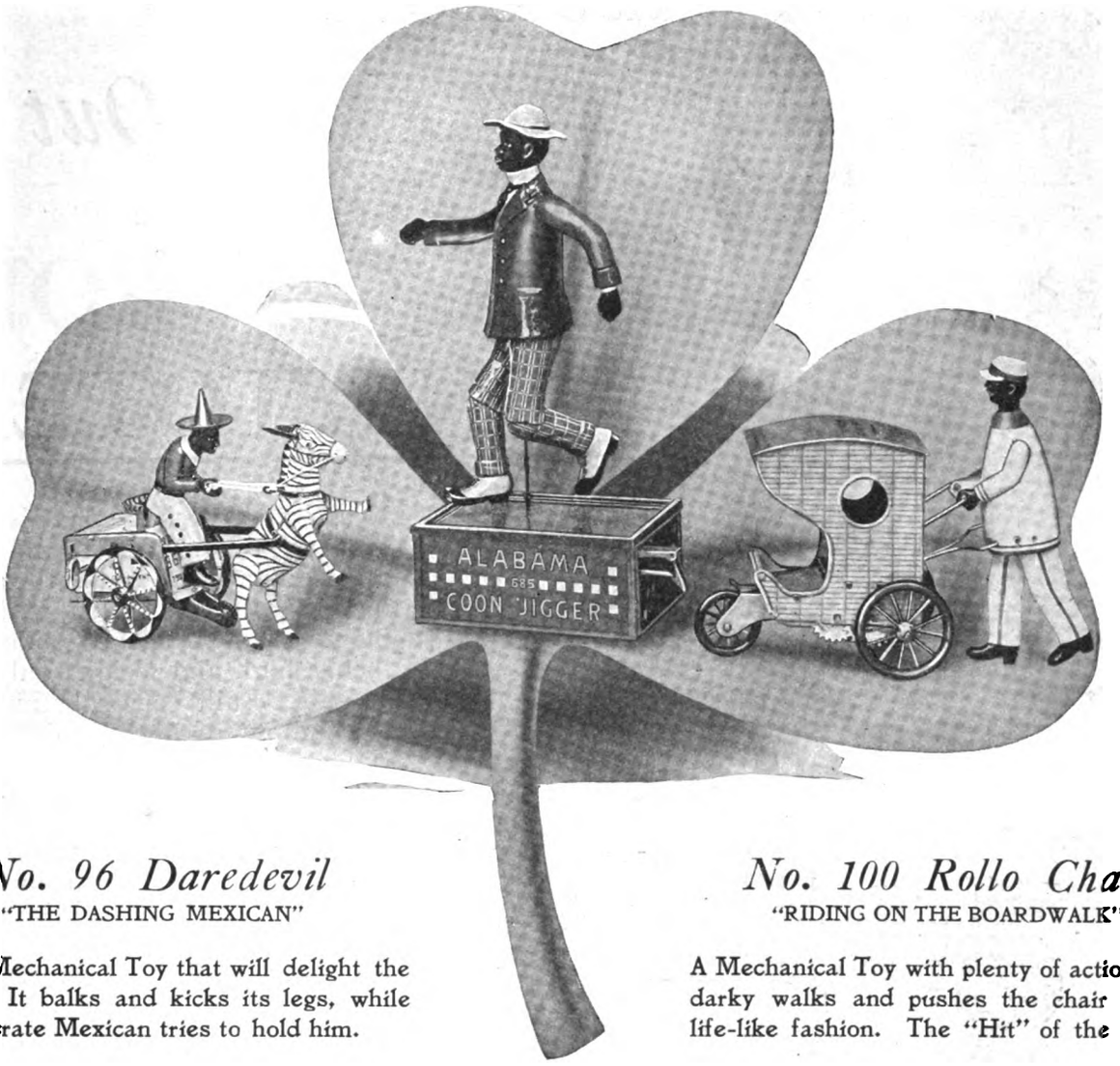
NATIONAL RETAIL MERCHANTS AND BUYERS ASSOCIATION, Inc.

Suite 161-163-165-167-169-171 Hotel Imperial

Broadway, 31st and 32nd Streets, New York City

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Three Big Sellers of
STRAUSS MECHANICAL TOYS



No. 96 Daredevil
"THE DASHING MEXICAN"

A lively Mechanical Toy that will delight the **kiddies.** It balks and kicks its legs, while **the desper**ate Mexican tries to hold him.

No. 100 Rollo Chair
"RIDING ON THE BOARDWALK"

A Mechanical Toy with plenty of action. **The** darky walks and pushes the chair **in real** life-like fashion. The "Hit" of the **season.**

No. 50 Tombo
"THE ALABAMA COON JIGGER"

The original and only genuine "Alabama Coon Jigger" is known to every child. He has danced himself to fame in Toydom.

Write for the new "Strauss Mechanical Toy" Catalogue

GEO. BORGFELDT & CO., 16th Street and Irving Place **NEW YORK**

Sole Distributors for

THE FERDINAND STRAUSS CORPORATION

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Tiny Toter for Tiny Tots

has proven

A Knock-Out



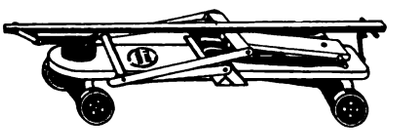
TINY TOTER



Patented May 3, 1921

folds into a package that is easy to carry on the car, train, boat, up or down stairs and in the automobile. When folded it is 30 inches long, 12 inches wide, 8¾ inches high and weighs only 6¾ pounds. Built very substantially throughout of high-grade material and workmanship.

The steel disc rubber tired wheels make it an easy matter to pull or push TINY TOTER around the furniture throughout the house. Can be turned completely around in a very small space and travels with ease through doors and other small openings. The wheels are equipped with rubber tires, held in place by metal flanges, which make them uninjurious to the floors and carpets.



TINY TOTER folds into a package that is easy to carry.

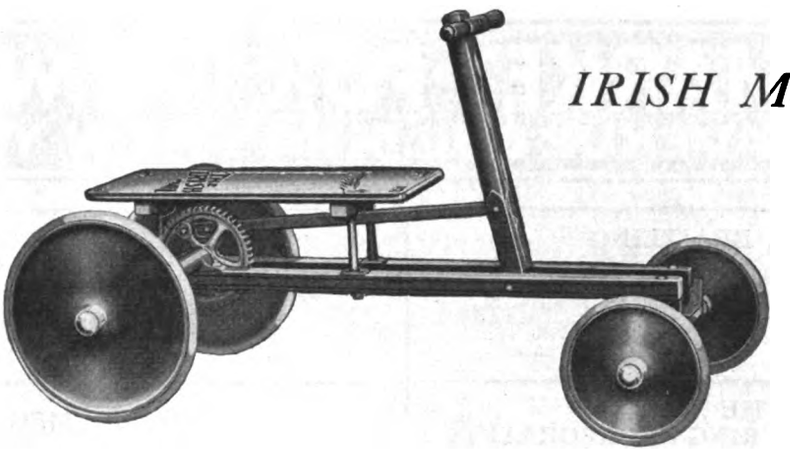
WIRE OR WRITE FOR SAMPLES

Packed—Three to the Carton

Manufactured by

THE FILBERT-GREER MAN'FG CO.
DAYTON, OHIO

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IRISH Mail No. 4

NOW—The IRISH MAIL

with

Disc Steel Wheels

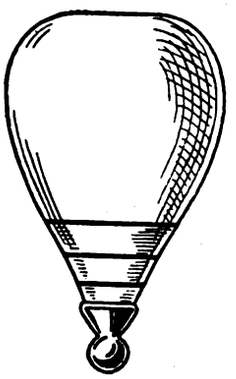
—THE UNIVERSAL HANDCAR—

HILL-STANDARD CO. ANDERSON, INDIANA

WHIPPING—TOPS—CORD

Send for PRICE LIST OF OUR SPECIALTIES

Retails at 1 to 5c



Ball Peg Style

Whipping Top

Assorted Colors. Polished or Stained.

An Old Style revived for the little ones.

Directions: Lay on sidewalk or asphalt street and whip with rag or rope attached to a stick.

Watch It Spin.

Retails at 1 to 3c



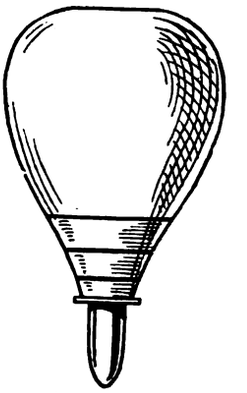
Cord Tops

Assorted Colors

Stained, Polished or Enameled

Bulk or Boxed

Retails at 1 to 5c



N. P. Peg Style

ORDER AT ONCE FOR FALL DELIVERY

ESTABLISHED 1907

F. W. PETERSON CO.

WOOD TOY SPECIALTIES

Checkers, Hockey Sticks, Noisemakers, Balls, Caddies, Game Blocks and Counters, Kite Sticks, Balloon Mouth Pieces and Forms. Special Parts and Trimmings to Order.

Mills: New York and New England States **Office and Warehouse: 18 Greene St., New York**

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A TOY MARKET FOR THE WORLD
FIFTH AVENUE BUILDING · NEW YORK

FRED K. BRAITLING
Bridgeport, Conn.
DOLLS' WIGS, SHOES AND STOCKINGS
PARLOR BALLS
Ground Floor — Telephone Gramercy 1062

AMERICAN MFG. CONCERN
Falconer, N. Y.
TOY PIANOS—TOOL CHESTS—BUILDING BLOCKS—BLACKBOARDS
Room 806 — Telephone Gramercy 1175

THE IVES MANUFACTURING CORPORATION
Bridgeport, Conn.
MECHANICAL AND ELECTRIC TRAINS, MECHANICAL BOATS—MODEL YACHTS—AIR GLIDERS
Ground Floor — Telephone Gramercy 1062

MASON MFG. CO.
So. Paris, Me.
TOY AND CHILDREN'S FURNITURE
Room 805 — Telephone Gramercy 4185

STRUCTO MANUFACTURING CO.
Freeport, Ill.
CONSTRUCTIVE MECHANICAL TOYS
STRUCTO ARTCRAFT LOOMS
Room 234 — Telephone Gramercy 3757

LEO SCHLESINGER & CO.
New York City
METAL TOYS AND NOVELTIES
Rooms 802-4 — Telephone Gramercy 5157

N. D. CASS CO.
Athol, Mass.
WOODEN TOYS—DOLLS' AND CHILDREN'S FURNITURE
Room 412 — Telephone Gramercy 2442

PORTER CHEMICAL CO.
Hagerstown, Md.
CHEMCRAFT
And Other Porter Products
Room 428 — Telephone Gramercy 5061

AMERICAN FLYER MFG. CO.
Chicago, Ill.
MECHANICAL AND ELECTRIC TRAINS
Room 458 — Telephone Gramercy 0876

NATIONAL TOY & TINSEL MFG. CO.
Manitowoc, Wis.
TINSEL GARLANDS—TREE ORNAMENTS
TINSEL CORD
Room 445 — Telephone Gramercy 4605

THE RICHARDS CO.
Exclusive Sales Representatives of
GOULD MANUFACTURING COMPANY
Toy Division TODDLER-TOYS Oshkosh, Wis.
Room 456 — Telephone Gramercy 3043

THE MENGEL COMPANY
Louisville, Ky.
MENGEL PLAYTHINGS
Room 413 — Telephone Gramercy 0134

WOLVERINE MFG. & SUPPLY CO.
Pittsburgh, Pa.
SANDY ANDY TOYS
Room 406 — Telephone Gramercy 3453

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Build an *"American Flyer"* Backyard Railroad

The greatest sport of all for vacation days. Lay track, build bridges, make tunnels, operate your miniature railroad outdoors. An extension wire from the house gives you power.

Big Prize Contest

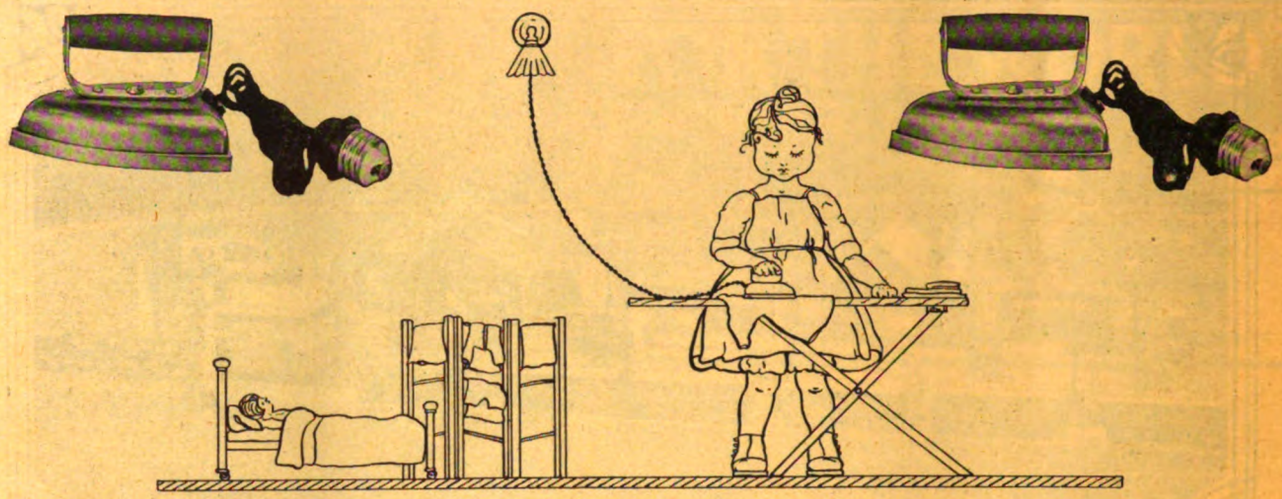
Send us photos of the Backyard Railroad you build and we will send you FREE an Engineer's Cap and an order on your dealer for 50c. You may also win one of the cash prizes. Use any equipment you have.

Write for particulars and instructions on building Backyard Railroads

AMERICAN FLYER MFG. CO.
2219 So. Halsted Street
CHICAGO



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Only Toy Electric Iron

The "MIDGET"—A Whirlwind Proposition

This iron is strictly a toy for children, consumes only 27 watts, less than the average light, and is just right for any little girl who wishes to press out her Dolly's dresses or iron her own handkerchiefs while Mother uses the big iron. It weighs only 1½ lbs. and is "fool-proof."

Although developing sufficient heat to iron doll clothes, the MIDGET can never get **too hot** to do any harm, even if current is left on by mistake, and is therefore SAFE for children to use.

The iron is highly nickel-plated and well made. Complete with cord and plug ready for use on any standard circuit of 110 or 115 volts, direct or A. C.

GUARANTEE

The MIDGET, and all other "Northern" electrical appliances, are guaranteed for one year against electrical defects, and should they develop trouble within this period, they will be repaired or replaced if necessary, if returned prepaid to us direct, with return transportation charges.

This is the only toy **electric** iron on the market. It therefore offers the dealer a chance to make some real sales and at the same time secure some effective publicity.

Northern Electric Co.

224 N. Sheldon Street
CHICAGO

NORTHERN ELECTRIC CO., 224 N. Sheldon St., Chicago.

You may send a MIDGET Iron on memo. bill for inspection, and quote prices in .....dozen lots. Sample may be returned if unsatisfactory.

NAME .....

STREET .....

CITY .....

What One Buyer Thinks of the "MIDGET"

"For Christmas I presented my niece with one of your little MIDGET Flat Irons, and wish to tell you how satisfactory this toy has been. The little girl is very enthusiastic over it, and irons all the handkerchiefs and doilies around the house, and has enthused a great many of the neighborhood children, so that they are either getting this iron, or are very desirous of getting it.

"We had an interesting experience on New Year's Eve with this iron. We went out to a party, leaving the little girl with the maid. When we returned in the morning at about 3:30, we discovered the iron resting on the little ironing board, with the electricity turned on. There was a dark brown scorch where the iron rested; but beyond that no damage was done, and we feel this is a wonderful testimony that if the iron had carried a greater amount of heat, there would have been a great probability of a serious fire resulting. In each instance, however, she has found the iron hot enough to work satisfactorily."—R. P. Lapham, with Edgar T. Ward's Sons Co., Chicago, Ill.



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Advertising Possibilities of Radio

Catch on to the popular fad and get the people into your store. They will eventually become customers in nearly every department.

WITH the increase of radio broadcasting stations until every hamlet or town in the United States can pick up programs sent out by one or more licensed stations, there has developed a publicity medium for the small, and large retailer, that should not be overlooked. One of the main purposes of advertising is to get people to come into your store, true, much advertising is run for the purpose of bringing people in to buy certain articles, but any advertising that brings people into your store is of great value. People who come into your establishment buy merchandise, whether they came in for the purpose of buying or not, and of a hundred people coming in a large per cent will buy before they leave.

At the present time people will go almost any distance to listen to radio broadcasting. Monday, April 24, Hamburger's of Los Angeles put on a radio demonstration in the High School at Redondo Beach. The Auditorium hall was packed, and this in spite of the fact that the night was threatening rain, and was cold. Any dealer in radio equipment will tell you that he has many requests from clubs, societies, lodges and other bodies of people who literally beg him to give them a radio demonstration, and when such demonstration is given members of the clubs, etc., who had not been in the hall for years came and brought the folks.

Since anything that is broadcasted on the air may be picked up by any station within range, it is an easy matter for any retailer who desires to fill his store to install a radio receiving set and then advertise in his local papers that by coming to his store during program hours any person may listen to music from the air. A set that will give excellent results can be installed for a nominal sum, can be used for a considerable period, and when the public's interest begins to lag the set may be sold and the retailer will have had his publicity for nothing, or for a trifling sum. Some of the programs broadcasted are most excellent and would be a drawing card in a large theater, these programs may be enjoyed by your customers, in your store, and you may provide the entertainment without cost to yourself, for, once the set is installed any sales person can attend to it, and doubtless in your own town there are a dozen or more boys of Boy Scout age who are competent to erect your aerial, connect all wires, and put the set in operation, all this can be done in a few hours, and with such a set you will be able to pick up operas, speeches, orchestra playing, vocal solo work, and phonograph music, in fact, the program provided by the broadcasting stations are so varied that one never tires of "listening in."

Some of the more progressive stores have already used radio to a most excellent advantage, and each store that has installed a set is enthusiastic about it. Silverwood's of Los Angeles has a large receiving set in its department and from 12 o'clock noon, when broadcasting in Los Angeles begins until the store closes for the evening, people, men, women, and boys will be found clustered around the set. On days when the broadcasting stations have exceptionally good programs the boy's clothing department is literally filled with boys. Hamburger's, from which most of the radio programs are broadcasted for the Southern California District, installed a set in a fairly good sized room on the mezzanine floor, but so great were the crowds attracted to hear the radio music that the store had to dismantle its set and find larger quarters. A large assembly hall is now being fitted with set, and shortly four or five hundred people will be able to listen in at the Hamburger store at one time.

But the set is just as practical for the small store. In a small suburb of Los Angeles there is a confectionery store and soda fountain having one. The owner on opening his store faced well organized competition; were other similar shops in town. This man installed a large set in the rear of his store and advertised it with dodgers, handbills, and in the papers. In a day he had captured the good will, and incidently the business of the town. His set has been in operation two weeks and the interest has not lagged in the least, people come night after night to listen in, and the candy and soda man is doing by far the largest business in town. His shop was a money maker over night, and the expense to him was slight.

In a fair sized department store that has a small radio department I saw eight people listening in with ear phones, while in another part of the store a crowd had collected so closely around a loud speaking instrument that it was impossible to get within hearing distance of the horn. These sets were located on the fourth floor of the store, and the people who had come to listen in had passed through at least one floor on which attractive merchandise had been cleverly displayed.

In the music department of a large furniture store a

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Radio—Advertising Possibilities

clever buyer staged a piano recital by one of the best known pianists in his city. Sending out invitations to hundreds of music lovers of the city, and at the same time advertising the event in the daily papers. The next day a radio demonstration was given in the same hall, and while the demonstration had been advertised no special invitations were sent out, no mailing list was used at all. The attendance at the recital was about one hundred and fifty people, while nearly five hundred people attended the radio demonstration, the hall in which it was held being packed to capacity.

In addition to the general sales value, the publicity value, of a radio set in a store is the added merchandising value. There is hardly a line of business that cannot easily fit a radio department into its scheme of merchandising. If you are engaged in the sale of small wares you will find a hundred and one parts of a radio set that fit your shelves, your show cases, and which will sell readily. If you handle music instruments you will find radio sets as handsomely finished as are the finest phonographs and retailing at prices varying from three hundred dollars to two thousand dollars, and in between there is a vast range of articles.

Your daily paper will be most glad to tell interesting things about your radio set, and by handling the set in the right manner your demonstrations will not only bring people who will come into your store for curiosity's sake, but there will be hundreds who will come to buy radio. Therefore, your radio set will pay for itself from two angles.

Any store that carries merchandise of interest to youngsters will find the radio an exceptional trade getter, though, with the recent development in radio efficiency the enjoyment of this kind of entertainment is by no means confined to the younger people. Due to the sound volume found in the radio receiver a person who cannot hear an ordinary conversation and who has had difficulty in distinguishing words over the phone, can hear everything clearly over the radio, and it is truly gratifying to watch some grey haired man or woman listen in enraptured and to have them tell you afterwards that they had not enjoyed a musical number for years, due to deafness, until they listened on the radio.

Radio broadcasting is here to stay, and with further developing of the science there will be found greater and greater range for radio work. The progressive merchant who gets in now will be in a position to watch this development as an insider, and will at the same time be able to profit by this development.

A few dollars judiciously expended in a radio receiving set will put you in a position to render exceptional service to your customers, and to give them something which they will greatly enjoy. Customers in your store mean money in your till—it's worth while.

"LISTEN IN"—A FINE AD. HEADING.

Novel Specialty Campaign Outlined by Marshall Field & Co. and Based on National Fad.

"Listen In" is the latest novel sales idea to be contemplated by one of the large wholesale houses of Chicago. The entire idea, which has been conceived by Marshall Field & Co.'s wholesale department and is developed about these two words, is based on the radio telephone. It is an especially good suggestion for toy departments. Cuts similar to the one shown above, are to be provided for the customers of the house, when this scheme in its entirety is given in the May edition of Field's Quality Advertising Service.

As radio has suddenly become the fad of the nation, Marshall Field & Co. have taken this as an opportune time to take advantage of the new and widespread "hobby" which has gained so much popularity.



The remarks which will accompany photographs of the cuts will be to this effect: "From coast to coast the radio telephone is one of the main topics of discussion. Merchants and the public as a whole are installing radio outfits. To "Listen In" is the ambition of both old and young alike. Realizing that this popular slogan, "Listen In," will be on the tip of every one's tongue just as Hello Central was in the early days of the telephone, we have developed a selling campaign around this heading. "Listen In" can be made the topic of a vital message which every merchant can use. It will appeal in a winning and forceful way to every type of purchaser.

"In order to get the full benefit of such a popular advertising idea, the merchant can create an entire publicity campaign around it. Starting with his newspaper or circular advertising as an announcement, he can issue a broadcasting program, linking it up with the official events as they will actually be sent out by the nearest station.

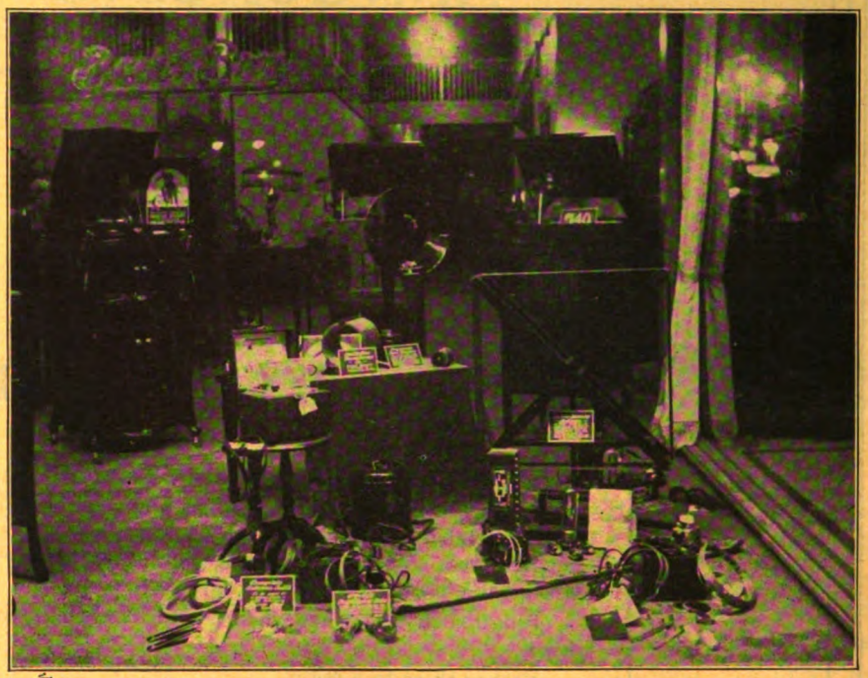
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How Big Stores Handle Radio

InLos Angeles several of the toy departments are making a big hit with radio. Different ways of advertising the popular fad

IT IS a trite expression to say that radio is "sweeping over the country like wild fire," yet there is scarcely any other that fits the case so well. The western stores were perhaps a little behind their eastern colleagues in stocking up with this equipment, and they are paying for it by being unable to take care of the avalanche of trade that now besieges them. All of the big department stores, as well as the regular electric merchandising establishments, are now carrying equipment—as much as they can get—but Bullocks is the only one that seems to be ready to meet all needs.

They have a separate radio department, distinct from the toy department, though under the head of Mr. Harrison, buyer of the toy department. The radio section, which occupies a horseshoe shaped booth near the elevators, was established several months ago, with two salesmen in charge, and report an excellent business ever since its inception.



Barker Bros. display of radio apparatus.

Radio in Toy Department

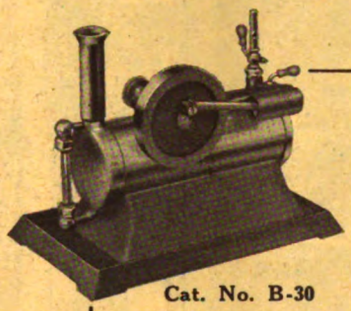
The Broadway Department Store have recently installed a radio section in their toy department, with a young and enthusiastic radio operator in charge. H. C. Kiehl, assistant manager of the toy department, said that the greatest trouble they were having was the securing of equipment, the manufacturers taking orders only on the plan of delivering from 5 per cent to 10 per cent at a time. The radio salesman and demonstrator said that they handled both the crystal and audion types, and that he found the most popular of the former ran about $25.00, while the audions ranged from $50 to $65. This applied only to beginners. After a time the devotees wanted to extend their range of hearing and almost invariably purchased more expensive sets. "Everybody from six to sixty is taking up radio," he said. "I have calls for apparatus from boys as young as seven or eight, though the average age at which the youngsters begin to take an interest is about twelve. Most boys prefer to build their own sets. I built all of mine, and took more pleasure in the construction than in the operation after it was completed. The material for a srystal set can be secured for as low as $7.00, and the audion type for $20.00. Boys do not have much spending money and can rarely go above these amounts. The boys of high school age want a better type and frequently buy a complete set, while the men who have taken up the fad are practically unanimous in purchasing the sets, having no time to spare in constructing one. They all want the best and are willing to pay the price. The high schools of both Los Angeles and Pasadena are giving free instruction in radio construction and operation in their night schools and this has given a wonderful impetus to the sales." Mr. Kiehl said that they gave radio concerts every day, commencing at 11:30, and could pick up sound waves 3,000 miles away. They advertise conservatively, feeling little need for publicity, as they can scarcely supply the demands that come in the ordinary day's business.

Radio With the Toys Gets the Boys.

Practically the same condition prevails at Robinsons. A good radio section has been established in the toy department in charge of an experienced radio enthusiast. The sets carried by this firm start at $15.00, and a complete workable set can be had for $25.00. The department is very popular with the boys as they have a "listening in" table, with headpieces, so that a group of boys can listen at the same time. E. S. Beebee, manager of the department, said that this plan was productive of a number of sales. Boys interested in radio bring their friends with them to hear the concerts, and in a short time these friends become interested on their own account. As soon as sufficient stock can be accumulated they plan a window display, "but just now," said Mr. Beebee, "it is so hard to secure delivery that we do not feel inclined to take stock from our section to make the display without having a reserve stock from which to sell." Both Mr. Beebee and the radio salesmen are firmly of the opinion that radio is not a "fad" but that it will take its place among the staple lines. One of their chief reasons for so believing is because additions to equipment are being perfected every little while, and before the boy or man (and there are many of the latter) can

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ANNOUNCING
TO THE
TOY BUYERS OF AMERICA



Cat. No. B-30

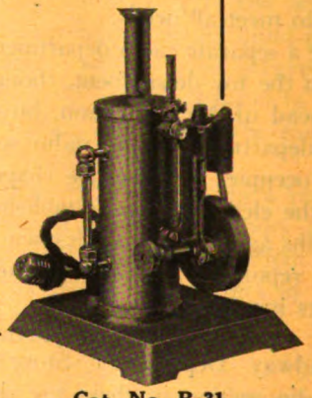
THE EMPIRE ELECTRIC
TOY STEAM ENGINES

PERFECT working models. Designed and built to perform—no danger from fire—electrically heated—heating element guaranteed—five feet of cord separate from engine—attachment plugs on each end—safety valve prevents liability of explosion.

Finished in bright red enamel and highly polished nickel.

Packed three to a carton.

RETAIL PRICE ONLY $12.00



Cat. No. B-31



Cat No. B-26

THE EMPIRE ELECTRIC
TOY RANGE

It Cooks—It Bakes

EACH range comes packed in an attractive carton with set of aluminum utensils, 16 inches high, 11 inches wide, 6 inches deep. Three ranges to a crate.

RETAIL PRICE ONLY $10.00

MANUFACTURED EXCLUSIVELY BY

THE EMPIRE TRANSFORMER CO.

2000 Southport Avenue

CHICAGO, ILL.

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lose interest in the set he possesses, there is some new device for him to try that will increase the efficiency of his radio outfit.

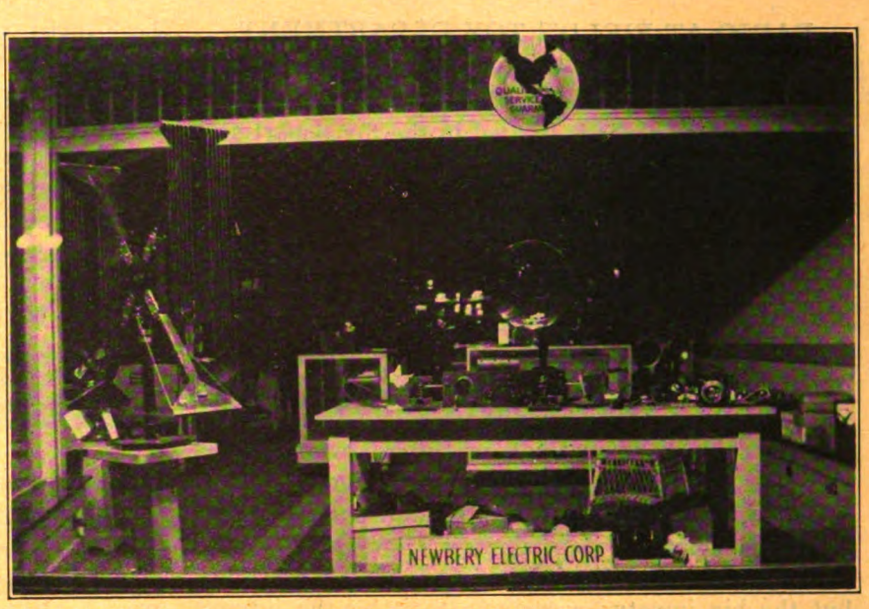
Radio Station on the Roof at Hamburgers.

Hamburgers' has a fine radio station on the roof of their big store and here their salesroom is located. Divorced from every other line, the department is thronged every day with real radio enthusiasts, who appreciate the undivided attention to their wants. They were probably the first firm in the city to broadcast concerts, in this way getting their line before amateurs all over the west. They also are building up for themselves a large clientele of customers among the rising generation by means of their wireless telephone and telegraph school. All classes are free and the courses outlined aim to fit any student for the federal examination for license as first-class amateur wireless operator. Boys desiring to attend must register in the boys clothing department, and their parents or guardians must come also and sign a permit allowing the youngster to attend classes. After registering, he receives a lesson ticket which he must have punched each time in the boys' department, and the manager then issues

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Newbery's feature radio.

Another plan for interesting the youth of the city is by equipping a Ford with wireless antennae. The car, with its overhead wire fixtures, large horn, receiving station, etc., always arouses interest, but when from the horn comes the statement that the Hamburger roof concert is about to begin the curiosity is intensified. In order to make the plan most effective the car drives up in front of the different high schools just as school is dismissed, and thus is brought to the attention of all lads.

Electric Stores Cashing In.

The electric stores have not been slow to cash in on the sudden popularity of radio. Unlike the department stores they have been handling the equipment and parts for a long time, but have given it very little special publicity until the last few weeks. The Newberry Electric Co. now run daily ads in the papers, and have large cards in their windows, advising their complete line of radio set parts, and inviting all enthusiasts to consult them regarding any of the problems of wireless construction. They recently backed up their printed publicity with an interesting display, showing the receiving box, ear phone and the antennae kit, together with the horn, and a little card containing a brief explanation of each.

Children's Exposition Boosts Radio.

The Beacon Light Co., who have been featuring radio longer than any of the other stores, have used from time to time a display that could well be emulated by other merchants. The window is fitted up as the wireless room on board ship, and there is an operator in naval uniform taking messages from the air, which he writes out on the typewriter and hands to a little cabin boy who holds them up for the crowds, that line the windows three deep, to see. Close to the glass are shown all the parts that go to make up a radio set, and a card suggests, "Come to us for radio equipment, and tell us any difficulties you have experienced in the construction of your apparatus.

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RADIO AT FIELD'S TOY DEPARTMENT.

ONE of the best equipped radio departments in the United States is that of Marshall Field & Company. It is located in the toy department and given very favorable space along several windows on the Wabash avenue side.

When Mr. R. C. Gibson, the assistant toy buyer, was asked why radio was located in the toy department, he replied that in his opinion that was the natural place for it. The only other department that handles electrical goods is the house furnishing department, and the toy department seems to be better adapted for the sale of radio than a department devoted to kitchen appliances such as washing machines, ovens, carpet sweepers, etc. Moreover, the great fad for radio originated with the boys, who are natural patrons of the toy department.

Of course the radio fad has now spread to adults, but the big impetus was given to it by the interest taken by the young people of toy buying age. Moreover, radio is largely educational, and in this way is closely related to educational toys, which have had such a great development in the last seven or eight years in this country. The managers of the Field store doubtless have taken the same view as the manager of the toy department, and have let the toy department go ahead in its plan to feature radio of all kinds.

Mr. Gibson takes a very practical view of radio, and has just returned from a trip East during which he spent a large part of his time in radio factories getting acquainted with methods of manufacture and with the conditions as regards deliveries, etc. He believes that the first wave of "frenzied" interest in radio has passed and that it will soon settle down to a stable basis.

In handling radio merchandise, Field's do not try to see how cheap a set they can sell and the minimum price put on their receiving instrument is in the neighborhood of $25.00. There are so many more additional expenses incurred in equipping the home with radio that in their opinion it does not pay to start with too cheap a set. The bulk of their sales run from $35.00 to $225.00. In the higher priced sets they handle Dorn's up to $120.00 and Firth's up to $225.00.

CONTEST TO SPUR INTEREST IN RADIO.

To create further interest in the subject of radio the Famous-Barr Company, of St. Louis, have announced a radio contest, which is open to amateurs only. The radio department of the store is in charge.

According to terms of the contest entrants will be required to register before May 15 and each contestant will be required to assemble, without assistance, the various parts of a Crystal, Audion or Transmitting radio set, submitting the completed outfit between May 23 and 27. These will be placed on public exhibition beginning May 29.

Awards will be made in three classes. The first is for boys under 14, the second for boys under 18 and the third is open to all amateurs. A cup is to be awarded in each class for each of the three types of radio sets. Besides there are to be awards for second and third places in the various classes and five special awards.

Three experts of radio, one of them the president of the St. Louis Radio Association, have volunteered to act as judges.

BARBER SHOP IN TOY DEPT.

Abraham & Straus Cut Kiddies' Hair While They Sit in Tiny Motor Cars in Corner of Toy Section.

Barber chairs in the form of automobiles are the latest attraction with which to lure kiddies to have their hair bobbed. Abraham & Straus, Inc., Brooklyn, have installed a dozen of them in their kiddies' barber shop. They are bright colored affairs, and are worked up and down and turned around by regular looking brakes, just like those on a regular auto.

The shop has been placed in a corner of the toy department, which has been remodeled recently and both department and shop are presented to the juvenile Brooklyn public today. On the way to the chair the kiddies are amused by a toy railroad running through a village with all the life-like abandon of a toy Noah's ark. Then there is a clown in a gay suit who is wiggling a stuffed fish at the end of a stick. And there is a black board with a map of South America which can be erased (and probably has been by the time this writing appears in print) to make way for the sproutings of the young idea.

Of course, there are some dignified youngsters of 12 and 13 years or so, especially young ladies, who can't be babied into sitting in those little autos. But there are very dignified, and sufficiently high chairs for them, too.

ROBERT E. SHANAHAN DEAD.

Robert E. Shanahan, secretary and general manager of the Bissell Carpet Sweeper Co., died recently at his home in Grand Rapids, Mich. He was 65 years old. He had been with the Bissell Company nearly 40 years, having started at the bottom of the ladder. Due to his great ability and integrity his rise was rapid and he soon commanded the respect and confidence of all his associates.

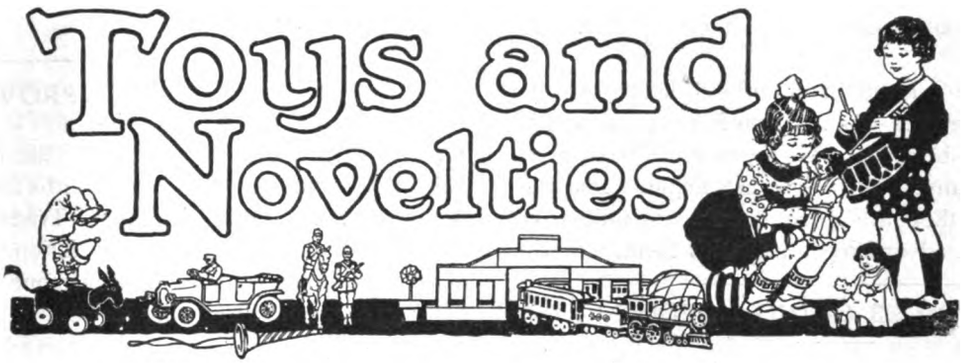
Mr. Shanahan was a man who believed the finer things of life were essential to all who sought to climb the ladder of success. He was a lover of good music and good writings, and even in the midst of his great responsibilities he gave of his time to these. In his youth a violin was his companion, and his deep love for it moved him to work for the best in music, giving freely of his time and means for its advancement.

Mr. Shanahan was considered an unsually good athlete in his younger days, and in later years was a familiar figure on the golf links. He often said physical recreation was to be desired even as mental recreation.

Business associates and men who knew him as a lover of music, literature and the outdoors yesterday spoke tributes to Mr. Shanahan. Their expressions are best summed up by the simple though expressive words of F. M. Deane, president of the company, for 40 years associated with him:

"He was the most considerate man I ever have known, and he had high ideals in everything, not excepting his business."

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Vol. XIX. CHICAGO, MAY, 1922. No. 5.

A Monthly Journal for Dealers, Jobbers, Importers and Manufacturers of Toys, Dolls, Games, Amusement Novelties and Athletic Goods.

New York Office, 200 Fifth Avenue, Room 1211.
Cable address: "Toynov," New York.

New York Representatives, H. S. Fisk, J. S. Lovingham, Mrs. B. Lincoln, Tel. Gramercy 1968.

St. Louis Representative: G. H. Dirhold, 715 Equitable Building.

Entered as second-class matter, December 21, 1914, at the post-office at Chicago, Illinois, under the act of March 3, 1879.

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C. W. SPOFFORD, President.
H. S. FISK, Vice-President.
FRANK MCELWAIN, Editor and Manager.

SUBSCRIPTION PRICE: $2.00 a year in advance. Canadian Subscription: $2.50. Foreign, $3.50.

"NINETEEN-PLENTY-TOO"

WE LIKED that expression when a friend put it on his letter the other day, says another trade magazine. It smacked of confidence, and the go-out-and-get-it attitude which we need so much. We have grown soft with too easy selling. We need training to bring us back to the 1914 standards of real salesmanship. Nineteen-twenty-two will be Nineteen-Plenty-Too when, and only when, we go out determined to make it so.

WORKING WITH THE PRODUCER.

ONE of the numerous benefits arising from the remarkable experience business has undergone during the last two years is the disposition of retailers and producers to recognize more fully how necessary each is to the other and to pull together harmoniously for the common good. Possibly this condition has been caused more by the necessity of presenting a common defense than from any personal love the retailer might have had for the manufacturer, or vice versa. But let's not get sarcastic or cynical, or try to be funny. The fact remains that manufacturer and retailer now are presenting one of the most inspiring exhibitions of team-work that ever before has been done in American business.

It wasn't such a very great while ago that some manufacturers extended "helps" to a dealer without any adequate conception of the meaning of the word. They did not understand the dealer well enough to give him assistance that he could turn to good account. Likewise, the dealer would not recognize the manufacturer's efforts at anything near their face value. Splendid advertising effort was largely wasted because of an almost total lack of co-operation.

But in simple justice it must be said that the realler has been slower than the manufacturer in doing his part. He is thoroughly awake now. An offensive and defensive alliance has been formed—one that really will endure.

ADVERTISING THAT COUNTS.

ONE of the chief difficulties with business today is that it lacks impetus. There is not enough stored-up momentum to push it forward very far. The application of power has to be continuous.

It can be likened to rolling a burden uphill. If you stop pushing for one instant, the thing stops rolling up. If you loosen your hold, it begins to roll back.

This is exactly the situation that exists today in retail advertising. The merchandise manager of a Chicago department store tells the writer that advertising now has to be a continuous performance with his establishment or business will not come in. He advertises today and gets a crowd of buyers tomorrow. But if he fails to advertise tomorrow, his business next day shows an alarming falling off.

Under ordinary circumstances, the retailer can depend upon a certain momentum to carry him forward. And if he then keeps up a steady advertising appeal he goes ahead just that much faster. The greatest advertising successes in the country are growing bigger today through

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a steady application of pushing power even though they seem to have arrived safely. It never is justifiable to let down on the advertising push because every time this is done, the cumulative effect of past efforts is lessened just that much.

But right now it is more than unwise to let down. It is perilous in the extreme. Competition is so strong and the price situation has been such that the people's buying habits have become unsettled. They are fickle. You have them today and they are gone tomorrow—unless you keep in the closest advertising touch with them.

ARE PRICES GOING LOWER?

THAT old bogey about the possibility of prices going lower has more lives than the well-known cat. You would hardly believe it, but even in these days of price reductions, there are dealers who are holding off in their purchases to an extent, thinking that prices are going lower.

Well, life is too short to argue the thing through here in detail, but here are just two facts that ought to be considered by everybody who thinks prices are in for a further pronounced drop, generally speaking. First, prices of staple raw material are advancing. The quotations are on the financial pages of the leading newspapers. Anybody can read them for himself. Second, the volume of unemployment is diminishing. It is easy to read between the lines and see what this means. Prices are going to follow the market up or down in the same old way. But as for any radical slashes—anybody who is counting on it will just be out of luck.

A PAPER OR A CASH PROFIT.

HERE is just one little thought that we want to leave with every reader.

No matter how advantageously you may buy a thing, no matter how smart a buyer you may be, your money is sunk forever unless you can sell the article again. Is there, then, such a thing as a buying profit? Yes, there is. But it is a paper profit, and unless the selling operation intervenes, it will be no profit at all. The only real profit is the cash profit, and this comes only after the goods are sold.

The truth of these principles being admitted, it is easy to see the relative importance of buying and selling. Buying is easy these days because it is to the manufacturer's and jobber's interest to supply the expert knowledge upon which a retailer may do his buying. It may be going a bit far to say a retailer can leave his buying to his jobber or manufacturer, but this is not a great ways from the case, after all.

The thing that takes the time, the thought, the energy and the hard work is the selling. Of course, the having of goods in proper variety and quantity is right at the fountain of retail success. There is no intention here to minimize the importance of the buying operation. But let us reiterate that buying is *easy*. The retailer who conceives it to be his primary duty to do the buying, and then leaves the selling operation to others, is making a serious mistake. It could be more properly turned around the other way. After all, *selling* is the biggest thing before the store.

REAL BUSINESS IMPROVEMENT.

BUSINESS in the United States has improved and stabilized during the Spring months of 1922, according to the Monthly Review of Retail Trade prepared by the National Retail Dry Goods Association. Various factors have contributed to both improvement and stabilization, notably among them being price reductions which, as was demonstrated during 1921, served to maintain the national sales volume; reduction of unemployment attending increase of industrial activity, and marked increase in sales initiative as specially evidenced in increase of advertising outlay. Business failures were fewer in April than in any one of the four preceding months.

While retail trade for March, 1922, was 14½ per cent less in money value than in March, 1921, according to the figures received from the 446 representative stores reporting to the 12 Federal Reserve banks, the merchandise volume offset the discrepancy because it was sold, in March last, at prices lower than those of March, 1921, by from 10 to 20 per cent. A grave factor in the money value difference, and one that lowered markedly the merchandise volume disposed of, was the lateness of Easter, which fell in March in 1921 and in April this year. The great Easter sales volume makes its weight felt for 1922 in the April trade.

Reports of monthly retail trade values for various types of distributing agencies showed the largest decreases in money sales values as falling on the smaller stores. In actual sales volume of merchandise the largest gains were registered by department stores, which averaged 24.9 per cent for March, 1922, above March, 1921.

April brought more decisive gains. Manufacturers were more numerously occupied with advance orders and employment was increasing. A national questionnaire of manufacturers, of which the returns were compiled as late as May 9, showed the majority of the basic industries reporting their condition as fair, good and, in some instances, excellent. In the textile field, only 30 per cent of the plants reported business as being poor, while 50 per cent stated they were employing more people than were on their payrolls last year, and 20 per cent averaged the same number. The 30 per cent reporting declines stated that they were slight. Throughout these industries, there was confidence in the future, only 1 per cent apprehending any material decrease of business in the Fall.

An index to the general increase in advertising is afforded by returns for the first three months of the year from large centers such as New York, where the gain in national advertising amounted to 1,500,000 agate lines more than appeared during the corresponding period of 1921; in Philadelphia, where the gain was 420,000 lines; and in Boston, where it amounted to 750,000 lines.

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The Call of the Open Road

Merchants of California City get together in a "Call of the Open Road" week. Toys come in for some good advertising

"IN UNION there is strength," says the old copy book maxim, and when all the leading merchants of a city unite to put over a certain merchandise idea it is bound to have a far greater effect that when one goes it alone. It was this spirit of get-together that made so successful the "Call of the Open Road" week, entered into by the merchants of Los Angeles, Calif., commencing May 1. It had its inception among the automobile dealers but the sporting goods dealers, druggists, department stores, and toy men were quick to see the possibilities, with the result that every tourist and local resident was faced on all sides with suggestions regarding conveniences for his camp and outing trips.

Toy Men are Boosters.

The toy men were among the most enthusiastic boosters, realizing that with the closing of the schools would come a great opportunity for selling all kinds of out of door toys and wheel goods. One of the most profitable stunts was that put over by the toy department of Robinsons, who followed the example of the auto men, and staged an auto show of their own.

The event was announced in the newspapers in their regular ad and all the youngsters and their parents and friends were invited to attend the Auto Show on the fifth floor and see the new 1923 models. They backed up their newspaper publicity with a good window display, showing two of the new models in juvenile cars, together with several dolls in chauffeur and sport costumes. The show itself elicited exclamations of surprise and pleasure from all who saw it. A great rectangular space was roped off in true arena form, with trees at each of the corners, and festoons of flags of all nations overhead. Scattered about the floor were juvenile autos in red, yellow, green, as well as the more staid olive and grey stones. Each had a card announcing—Studebaker, Stutz, Chevrolet, Overland, and other well-known makes. Considerable amusement was caused by the "Ford" entry, the car shown being a little tin machine two inches long.

In addition to the cars there was also a good display of "auto accessories" including seats, steering wheels, tires, lamps, oil cans, etc. There were many types of juvenile cars shown, including a fire engine and a hook and ladder truck, as well as a number of racing cars. The cars ranged all the way from $15.00 to $150.00. The latter was an imported French model, with top and curtains. Mr. E. E. Beebee, manager of the department, said that a very good auto could be secured for from $10.00 to $25.00 and that more of this type were sold than of the more expensive ones.

Dolls In Sport Clothes.

In the center of the arena was a tall pillar banked with ferns, on which were shelves where dolls in sport costumes gazed out at the display of juvenile machines. At one end of the roped space was a stage hung with green velvet curtains, with a huge gold sun in the center. Near it was a victrola, and at certain hours of the day a little toe dancer gave exhibitions of fancy dancing, the spot light being turned on the little lady in true professional style. Additional interest was elicited by having the dancer costumed exactly like a certain type of dressed doll whose sale they were pushing.

The Auto Show lasted for one day only, and during the day big yellow balloons were given away to all children attending the show—crowds of youngsters thronging the department to see not only the autos but the many other outdoor toys so enticingly displayed. Mr. Beebee, in speaking of the juvenile autos, called attention to the solid wheel, instead of the spoke wheel, on the new machines and said that all of the 1923 models would be made with solid wheels, and that they intended to handle them exclusively as soon as they had cleaned out their present stock of autos.

Electric and Mechanical Toys.

The toy department of the Broadway made a special feature of their electric and mechanical toys. Occupying considerable space on the floor of the toy department was a complete village. In the center was a stretch of turf on which was a one-ring circus with toy animals, clown and riders. Around this was a road of fine sand, on which were toy wagons, carts and autos, an especially good showing being made of the Yellow Cab, a new toy they are pushing. Outside of the road was a track, with tunnels, telegraph posts, and at intervals little doll houses.



Window at The Broadway, Los Angeles.

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Toy Auto Show at Robinson's.

Around this track ran an electric train. At one end of the display was a collection of toy houses and at the other a collection of boats—canoes, skiffs, sail boats and steamers. Just beyond the toy village was a fine display of wheel goods—bicycles, tricycles, velocipedes, skooters, kiddie kars and juvenile autos; while at the other end was a slide down which a teddy bear was coasting. Around these were grouped outdoor toys of all kinds.

H. C. Kiehl, assistant manager of the toy department, said that the store was carrying an extensvie line of imported toys this season—the same being not only cheaper, but of better quality than the same models made in this country. "About 50 per cent of our dolls are of German make," he said, "there seeming to be no objection whatever on that account. About one-third of our stock are American dolls, and the small balance of French importation. We are closing out our stock of Japanese dolls, and will not buy any more. Our smaller toys are obtained from Germany, America, and an excellent line of stuffed animals from southern Italy. Our wheel goods, however, are 100 per cent American, there being no nation like Uncle Sam's when it comes to putting speed toys on the market."

Outdoor Toys Are Featured.

Barker Bros. set forth a toy display that called the attention of all grown-ups to the fact that the kiddies needed outdoor toys. Against a canvas background showing hills and streams were placed several autos, bicycles and velocipedes. At one side was a sand pile with tin toys; and at the other, a kiddie koop with a big doll inside, surrounded by cloth toys and dolls. Down front there were small knapsacks, knives, pedometers, little camp outfits, golf sets, tennis sets, and big rubber balls. A large card in the midst suggested: "The Call of the Open Road—Are Your Kiddies Prepared for It?"

Parmelee-Dohrmann Co. showed in the background a four-foot photo of the falls of the Yosemite. At either side, on pedestals, were auto tires, with cards inside, black, lettered in white, "The Call of the Open Road—Are YOU Prepared?" On small stands were tiers of thermos bottles and a portable victrola in a leather case, and in front of it a radio camp outfit—showing the latest use to which radio is being put. At either side were camp stoves and utensils and between them leather lunch kits. Down front were enamel, aluminum and paper dishes, while scattered all through the display where photos of beautiful nature spots in California.

The Children's Exposition gave a strong impetus to the "open road" idea, for here were displayed hundreds of articles for summer pleasure made by the youngsters from all the grades from primary through the high school. There was a large section devoted to kites, ranging in size from a six-inch midget to a huge star spangled banner effect over six feet high. Close by it were juvenile aeroplanes, and then came the score of tables filld with wooden animals made by the children of the lower grades. Juvenile autos, sail boats, paper and silk flowers, and various kinds of electrical apparatus were among the other exhibits of the children, while a case of rolls, fancy cakes, pastries and a great wedding cake, all made by the boys baking class, had always around it a crowd of interested spectators.

Perhaps the crowning point of the exhibits was a motor boat, made from stem to stern by the boatmaking class of the San Pedro high school. The motor power was installed by the auto mechanics class, the welding done by the welding section; the seat cushions, canvases, etc., made by the navigation class; while the paint was made and applied by the boat building class. The boat was a bottom power cruiser, 20 feet in length, draught 2 feet, 8 inches. The motor was 40 hp., attaining a speed of 14 knots. The live stock show, while it would have caused an expert judge of pedigreed animals to hold up his hands in horror, was a source of unbounded delight to the juvenile exhibitors and their friends. Chickens, dogs and rabbits were shown by the score, while monkeys, bear cubs, deer, and even turtles showed the wide range of childish desire in pets.—W. B. S.

Yes, But Don't Bank on It.

Efficiency is the art of spending nine-tenths of your time making out reports that somebody thinks he is going to read but never does.—*Kansas Industrialist.*

Everybody's Doing It.

Lots of folks that laugh because it takes 5,000,000 rubles to buy a pair of shoes in Russia are saving cigar coupons over here to get a grand piano.—*Life.*

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Old Time Toy Store Pictured in the Show Window by Mr. Rooney of Abrham & Strauss, Brooklyn, N. Y.



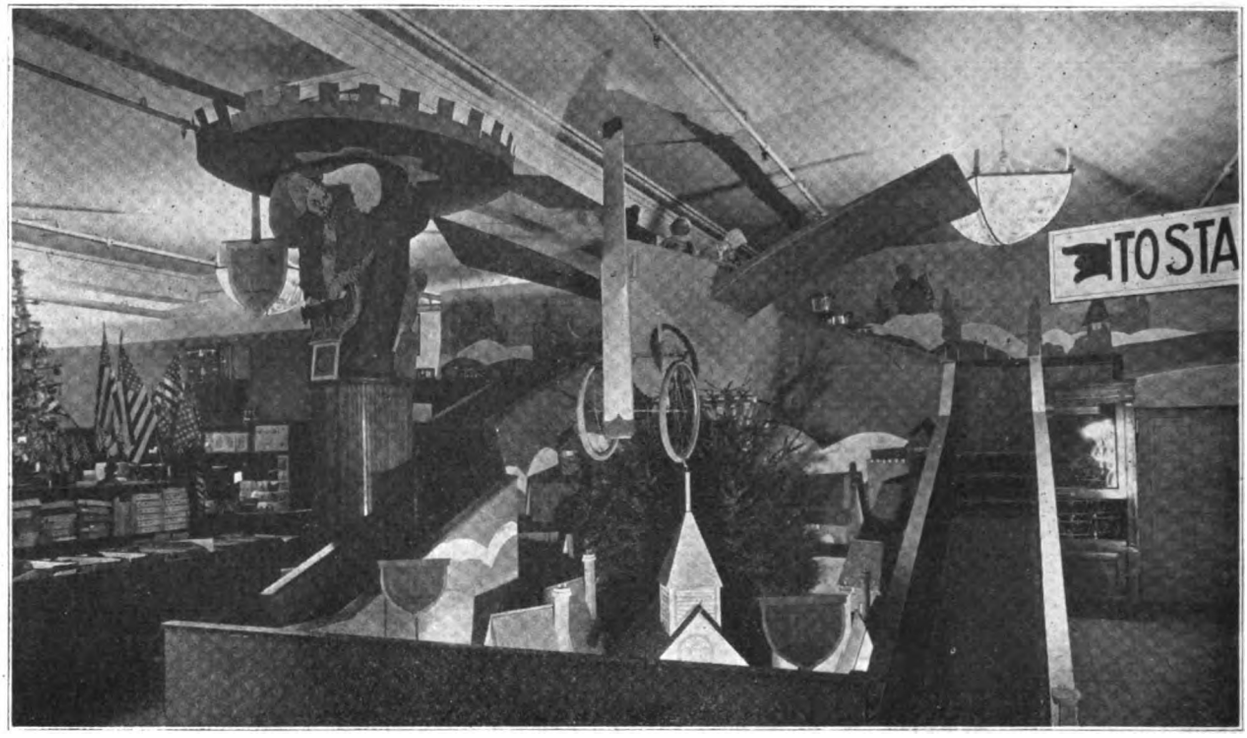
WHAT is claimed to be one of the most interesting toy windows ever placed in Brooklyn is pictured here. A short distance in front of the background was built a fac-simile of an old style store front with small panes of glass and door flush with the sidewalk.

These antique windows were lighted with kerosene lamps. The faithfulness of the reproduction was so good that it claimed much attention and much publicity was given the store in the local papers.

Mr. Rooney even had a cement sidewalk and curb in front of the Toy shop and also a brick paved street. Several boys were looking longingly in the window and street life was given to the scene through the posing of figures representing a newsboy, and the now extinct bootblack. An organ grinder grinding away diligently on his hand organ and the monkey tipping his cap added movement to the picture. A street peddler was posed with a basket full of small toys and in one hand was a balloon that went up and down.

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Santa Claus Entertains the Kiddies in His Airplane

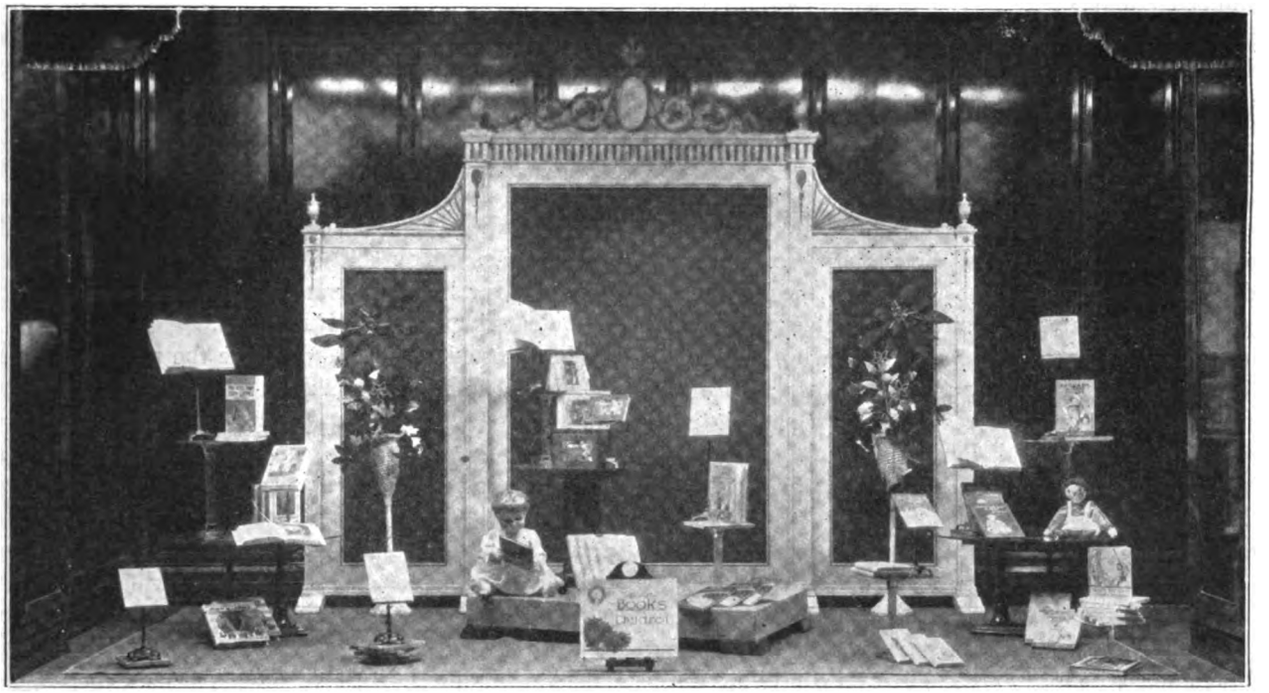


MACY'S of New York had a most up-to-date Santa Claus in their Toy Department. Suspended near the ceiling was a giant airplane with Santa seated in the pit. Below the airplane was built a miniature village with houses, church, stores and trees. An inclined passage way brought the children up to the pit of the airplane where Santa Claus took down their names and their list of gifts. Another incline took them down again to the floor.

This photograph also shows the decorative treatment placed on the posts. This photo showing large cut-out figure of Puss in Boots fastened against the post and a mammoth gold cardboard crown at the top of the post. Mr. A. W. Malet, the display manager of the store, is to be congratulated on this very original decoration.

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A Window Display of Children's Books by L. F. Dittmar for Rike-Kumler Co., Dayton, Ohio



SALES of children's books can be increased through giving them an exclusive window display. A display of this kind makes the passerby familiar with the fact that you carry this particular line. Where children's books are shown in combination with toys, the toys generally dominate and few people give their attention to the few books there may be scattered about.

The window pictured here was used at Christmas time and the Christmas atmosphere was introduced through using large sprays of poinsettia in two wicker urns. The arrangement of the books is such that not many books are needed and what books are shown are easily seen. This type of display shows the books to advantage.

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The Toy Business in India

By GEORGE CECIL

THE toy business in India may be divided into the imported and the local: toys which are procured from England and the continent (including Germany), and those which are made on the spot. The first named, despite the heavy price rendered necessary by freight and duty, yield the greater profit. The modern Maharajahs and Rajahs, for example, who are rich beyond the dreams of avarice, do not dream of buying toys of native manufacture for the little Maharajahs and Rajahs. To do otherwise would be beneath their dignity: to transgress would be to lose caste. Time was when the Hindu and Mahometan protentates contented themselves with home products; but for some years past, those who, developing the traveling habit, spend part of the year in Europe, return to their ancestral palaces laden with packing cases of expensive London and Paris products. "The very best that money can buy" is their motto; and nobly do they live up to it.

The question of payment is another matter. His highness is ever ready to gratify a taste for the cream of the market, even to the extent of ordering something ultra-intricate and ornate—and correspondingly costly. "This doll," says he, "which can do almost everything but dance the tango, will surely delight my little Moti. It shall be hers." So the order is given; the parcel is despatched to the hotel and the account is rendered. But many a moon may wax and wane before a cheque is forthcoming, for the Great Pan-Jan-Drum holds that it is *infra dig.* to settle up promptly—'tis the unchanging rule of his life.

The old-fashioned native notabilities content themselves with their own country. They do not, however, show a preference for the toys into which Ram Din puts all the skill of long practice. The humble *kilona wallah* (toy maker) vainly displays his choicest treasures; the most cherished models are discarded in favor of something which bears the European hall-mark. Paying periodical visits to Calcutta, Bombay, or Madras, the dusky semi-royalty asks to be shown "Europe goods," and buys extensively.

The Jungle Toy

The European shops in the towns named, as well as in Lucknow, Allahabad, Bangalore, Poonah, Katachee, and elsewhere, are fine, airy establishments, furnished with an electric *punkah*, the heat being more or less pestilential for some six months in the year. The assistants are sent out from England, or they are recruited from amongst the half-caste element, a race which, alas, produces few competent salesmen. The toy business not being sufficiently important to demand establishments devoted solely to the sale of this commodity, each general store runs a toy department. At Christmas time (for Christmas in India is a cherished affair) the really down-to-date concern launches out into a huge Christmas tree hung with alluring toys. The bran-pie, at a *rupee* a dip, also is a popular and remunerative investment, for if a certain number of good toys have to be sacrificed, much unsalable stock is got rid of. Some proprietors are less enterprising; they take no steps to push business, and are pained and surprised when the official receiver steps in.

The toys are much the same as those which are to be found in London, a proportion being the best of their kind. Toy gramophones and musical instruments are in particular request; dolls, at all prices, sell like ice cream on a summer day; and the obsolete musical box still has its partisans. Toy ships, on the other hand, are in little demand, for handy streams are supplanted by broad and turbulent rivers in which hungry alligators abound, while snake-infested *jheels* (lakes) take the place of convenient ponds. The white population being for the most part a military one, toy soldiers never lack purchasers; many children, in short, collect regiments. Toy forts are a joy to their possessors, as also are toy artillery paraphernalia. India being a country of elephant and bullock batteries, a set representing guns drawn by these animals with native *mahouts* and drivers wearing the prescribed uniform, are in tremendous request. A jungle scene depicting a tiger crouching in the tall grass, frightened monkeys hiding in the trees, and the bold *shikati* perched high on a *machan* and taking aim, also is popular. For Anglo-Indian children, it must be understood, live in an atmosphere of sport: it is part and parcel of their lives.

Many white papas and mammas think twice before investing in these expensive toys. "I have not come to India," remarks the *Sahib*, "for the good of my health." So he and his wife economize with a view (and with a vengeance) to retiring and returning to England at the earliest opportunity. Fortunately, there are exceptions, well to do people who order lavishly—and pay without being pressed.

A Hole in the Wall

The native shop is a very different affair; little more than a hole in the wall, the unpretentious *Sukan* is constructed of sunbaked mud, the only light entering by a small doorway. The floor, which is of beaten earth, harbors myriads of ferocious fleas; the atmosphere is heavily charged with white dust; and flies buzz maddeningly. The stock is housed on roughly-made shelves, and in a dungeon like room behind the shop are to be found more toys. Outside, on a rickety table, are newly modeled clay toys drying in the sun, which is so powerful that in an incredibly short time they are ready for sale. Some, by the way, are cast in a mould, a sort of plaster of paris being the medium, while others are of wood. These are gaudily painted all the colors of the rainbow; the greater the amount of paint used the greater their popularity. "Do not spare the paint" is the constant demand of the customers, and the proprietor of the humble establishment knows better than to run counter to the wishes of his clients.

The toys consist chiefly of animals, quaint of build and

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ferocious of expression, the elephant excepted. Sometimes the toy-maker allows his fancy to take flight, and the elephant is caparisoned in scarlet trimmed with a gold fringe, the *mahout* being provided with a voluminous turban and a no less voluminous beard, parted in the middle and brushed up to a point behind his ears. The tigers, leopards and bears generally are represented in the act of springing on their prey—for a purpose. "Of what use, O *kilona wallah*, is a tiger in this attitude unless the quarry, too, is to be seen? 'Tis but half a toy." The toy seller, however, has his reply. "The prey, O purchaser, is at your disposal. Will you have a frightened buck, a spellbound fawn, or a dazed pariah dog? Your slave lives but to serve you. Or would you prefer a lifelike and timid buffalo calf? It, of course, is an extra." That is where good salesmanship comes in. The buyer is not pleased at the salesman's method; but he admires the brain which has evolved the scheme, and wishes that he had a less astute person to deal with.

A favorite toy is the Rajah and his retinue. The great man bestrides an oddly shaped white horse, picked out with pink spots, the nose being splashed with *henna*. The saddle is of green velvet, and the tail is almost as long as the animal which it adorns. His highness wears a wide-skirted coat of sky-blue velvet, profusely trimmed with seed pearls, and a pink, or yellow, turban, in which is stuck an aigrette, while the neck is hidden by necklaces galore. Behind him comes the *Divan* (prime minister), who, as befitting his position, is less gaudily attired, the *Bukshie* (treasurer), and as many followers as the customer's purse will run to. A brave display.

The Bargaining System

The presiding genius of the shop usually is an elderly native of benign aspect and calculating mind. Quickly summing up his client, he knows to a nicety with what type of child he has to deal. But the sale is not effected without considerable haggling, for that is part and parcel of the system prevailing in the East. "Your choice, O daughter of Ali, most venerated of grain-sellers, is to be commended. This wooden doll is a true cashmere model. Observe, I pray you, how fair is the complexion, how luminous the eyes, how smooth the hair. And the shawl, O discerning one, has, I perceive, caught your eye. Naturally, you will not consider three *rupees* too much." The "daughter of Ali, most venerated of grain-sellers," thinks three *rupees* a great deal too much. Besides, her total savings amount to half the sum demanded. "I do not wish to buy the contents of your shop, O toy merchant. A *rupee* is ample, so I will try your rival in the next street, who knows better than to overcharge."

After an hour's bargaining the coveted doll changes hands for a *rupee*, a sum which is within a fraction of the amount which the toy-shop man expected, from the very first, to receive. "Why then," it will be asked, "did he demand three *rupees?*" Because, wondering reader, no native ever dreams of selling a thing without bargaining prodigiously. It is part and parcel of his system. To do otherwise would be unbusinesslike and undignified —the local chamber of commerce might get to hear of it, and pass a vote of censure. Ram Dass cannot face the finger of scorn; the mere thought of so harrowing an experience plunges him into the depths of misery. So he abides by the custom of the country, and preserves his much cherished self esteem.

Tops, chiefly whipping-tops, are in much request, and so are marbles, the value of the blood-alley being thoroughly understood by the little native boys. The *bazaar* carpenters make them for the equivalent of three half pence apiece, and the *kilona wallah* sells them for a penny three farthings. The profit is not excessive; but "short profits, quick returns" suit the merchant's book very well. And, with luck, he may dispose of as many as a dozen a day. Fortunately, his living expenses are mere nothing; two meals daily satisfy him, and they consist of a little rice and less vegetables. A couple of scanty linen garments cost a few shillings and last him for years, while the one roomed abode in which he eats and sleeps may be had almost for the asking.

Toys While You Wait

Sometimes the itinerant toy-modeler, who spends his life going from village to village, makes toys to order. "Does your Excellency desire for your daughter a doll who will be dressed like an English *men-sahib?* It shall be done. Give me but half an hour; pay me six *annas*, and the doll will do everything but speak English." Occasionally, he looks in at a neighboring married indigo planter's, and, learning the children's pleasure, sits in the sun "thumbing his wet clay," or pouring the plaster of paris mixture into the favored mould. The adventurous fellow even penetrates as far as the snow-capped Himalayas, for the planters' offspring keep him busy. After several weeks spent in wandering, he returns to his home, having covered many a weary mile. All the way Mahomet Din thinks of the money he's made and of the hoard which lies buried beneath the earthen floor of the hovel in which he and his family live—under strangely insanitary conditions. The exact spot only is known to the master of the house, who is of distrustful nature. "A secret shared no longer is a secret," says the Eastern proverb, and the astute fellow lives up to the belief.

The ill-fated Mahomet Din may not, however, complete the journey, for it is on the cards that *dacoits* will set upon him, and, having helped themselves to each hardly-earned *rupee*, slaughter the legitimate owner and throw him to the allegators. "Dead men," they safely remark, "tell no tales, especially when they are lost to sight." Or the perambulating toy-merchant may fall a victim to cholera when within sight of his village, especially if he has partaken too freely of unripe mangoes. This particular delicacy has a fatal attraction for the native.

Beware!

There also is the betwixt-and-between toy-shop proprietor. A native of substance, he deals in, what he terms "Europe goods," depending on London firms for his supplies. A consignment of toys is despatched to the "Home" firm's agent in India, who is instructed to collect the money before handing over the goods. Sometimes

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the dealer in toys fulfills his engagement most honorably; the soul of integrity, he is a model of all the commercial virtues. Others, however, are less circumspect, their policy being to improperly cut down the cost price to the lowest possible limit. So, upon receipt of the agent's notification, they find it convenient to feign inability to pay for the goods. The consignors, to cut their loss, instruct the agent to auction the consignment—and the consignee profits by the occasion to secure all that he wants for a very trifling expenditure. Or he may, having been granted credit by a confiding supplier, sell his stock and retire gracefully into bankruptcy.

Should the native toy-dealer's accomplishments not include a knowledge of English, he employs a *babu* (an educated Aryan) to conduct the firm's correspondence. The scribe, who bases his literary style on Shakespeare and the Bible, spares no expense in ornate phraseology and complex sentences. The following letter, which recently was composed by a Lucknow *babu,* illustrates the style prevailing in native business circles:

"Honored Lits and Clients: Hoping all's well we apologize for undue procrastination in furnishing necessary reply to your last esteemed of bygone date. Peradventure we are at fault be our's the blame and burden also contrition Honored Lits. The elephants is gone off instanter and ditto the tigers. The leopards is too much deficient in spots for our clinets so pray be watchful and we will watch over you. The sample wax dolls is all running away in streams owing to equatorial heat of Indian summer. So pray stay your hands. 8 china dolls is to hand with 6 broken noses per doll and 9 cats is come with only 7 tails. For which our values will make some necessary deductions on fundemental basis of 1 nose per biped and 1 tail per animal. Admonishments of your Honor's packing department is our good advice to you that the same may not come to pass again. The toy railways is *facile princeps* but the prices is diabolical so in the hope of a blessed hereafter of good business relations your Honors will abate several jots. That's all.

"With wishes for a pleasant hot weather in your town we are your affectionate friends *pto bono.*

_____."

It will be observed that few commas are used, and that a sprinkling of Latin tags make their appearance. The comma is not popular with the *babu;* he writes as he speaks, and his speech is comma-less. But the amanuensis spares no expense in the deadest of dead languages.

Spoiling the Fun.

The teacher said to her pupils:

"Wouldn't this be a great world if people would all love one another and treat each other with kindness?"

One small boy looked doubtful.

"Wouldn't you like to see everybody treat everybody else with kindness?" the teacher inquired.

After a moment's reflection the boy answered:

"Then there wouldn't be any more Mutt and Jeff pictures."—*Youngstown Telegram.*

UNITED STATES AND GERMANY PRESENT OPPOSITE CONDITIONS

BY the use of much paper, prices in Germany are gradually getting nearer the gold standard of the international market, says the *Transatlantic Trade.* Although some public utilities and a number of commodities are half of what they should be, according to gold values, the masses of Germany are having a hard time in making both ends meet. They are not concerned with what prices *should* be, according to the gold standard, but are occupied in keeping abreast of the abnormal increase in the cost of living. The flight of the mark towards the gold standard leaves in its wake a story of ever increasing costs of living and labor.

In the United States, on the other hand, many phases of economic life show little movement one way or the other. On many commodities prices have been arrested, others show slight increases and some are falling. In short, the general tendency is back to normal. American labor interests seem to accept the consequences cheerfully, as is indicated by the following report on readjustment of wages issued in January by the Federal Reserve Bank:

"A reduction of 20 per cent in the wages of employes in paper mills in both the United States and Canada.

"A reduction of 15 to 33 per cent in the wages of marine workers on American deep-sea vessels, announced by the American Steamship Owners' Association.

"A reduction of 12 per cent in wages of textile mill workers in Utica and Cohoes, N. Y. The working week has been lengthened from 48 to 54 hours and there will be no changes in per capita earnings.

"A reduction of 10 per cent from $1.00 to 90 cents per hour in the wages of carpenters in Syracuse, N. Y. This reduction was proposed by the Carpenter's District Council, and accepted by the Builders' Exchange."

A similar report covering wage adjustment in Germany would show substantial *increases* in these branches of labor.

In this situation lies some of the difficulties of American buyers in Germany. Their task is an extremely difficult one. In Germany they are buying goods on a rising market for subsequent sale on the American market which is a *falling market.* The present system of German export tax has put an end to absurdly cheap buying in Germany. Notwithstanding this fact, if deliveries can be obtained, and American buyers are thoroughly familiar with their home market conditions, and choose the right commodities, a profitable business may still be done.

Then there is the uncertainty of what form the new American tariff is going to take. This fact is largely responsible for the falling off in inquiries from American importers.

Try This.

"Waiter, here's a half-crown for you."

"Thank you, sir. Did you wish to reserve a table?"

"No. In a few minutes I shall come in with two ladies, and I want you to tell us that every table is engaged."—*London Passing Show.*

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German Rubber Ball Industry

Re-appraisment decision throws interesting side light on how German industry is controlled by syndicates; also shows up importers who "run down" their goods too much when trying to get low invoice through custom house

SOMETIMES a government document has points of interest to the general trade. Even the re-appraisement decisions of the Custom House may contain something illuminating. A case in point is Re-Appraisement Circular No. 3377 in which the invoice prices on German rubber balls were brought into question. It seems that in dealing with the government an importer often has different ideas concerning the value of his merchandise than when he is selling to a customer. When selling the goods are "fine," "elegant," "best on earth," "wonderful values." When trying to get an invoice through the Custom House at the lowest figures the same goods are often "bum stuff," "rejects," "below standard," etc.

In this case the importer tried to make out that the rubber balls imported into this country were poorer grade than those sold for German consumption; he also tried to show that the wholesale prices current in Germany were much less than those quoted in the price lists of German wholesalers.

Neither of these claims were granted by the court that reviewed the case. But the following report throws some interesting side light on the German rubber ball industry. We quote as follows:

Re-Appraisements 31663-31677.

By Single General Appraisers.

31663—RUBBER BALLS.

From J. N. Reithoffer Vereinigte Gummiwaaren Fabriken.

Invoices dated, Hamburg, Germany, November 15, 1920, to September 15, 1921.

Certified November 24, 1920, to September 29, 1921.

Entered at New York December 31, 1920, to October 28, 1921.

Opinion of Court.

In these cases the question involved is the foreign market values of rubber balls in Germany on the respective dates of exportation. The provisions of the emergency tariff do not apply, inasmuch as there is no pretense of claim on either side that the invoice or entered values are higher than the values of such balls in the German markets for home consumption.

The bases for the appraiser's findings of values are reports of a United States Government officer, Special Attache of the Treasury Department Frederick Achenbach, stationed in Berlin, Germany. These reports are dated March 17, 1921, May 31, 1921, and September 7, 1921, respectively. They are all in evidence as collective Exhibit 8. In the first of these reports Attache Achenbach sets forth in detail the results of his visit to the Vereingte Gummiwaaren Fabrikin, the sellers of the merchandise in question, as obtained from Director Maret thereof.

First. He was given price lists, one copy of which, dated November 20, I find attached to this report.

Second. He was told that "the leading rubber-ball factories are united in an association and sell only to those wholesale dealers who are members of the Deutsche Gummi-Ball Syndikat," and that 9 factory members and 17 wholesale dealers constitute this syndikat.

Third. If a wholesale dealer who is not a member of the syndicate of wholesale dealers came to the association factories to buy, they would not sell to him.

Fourth. That production is pro-rated among the factories of the association, and if one factory delivers more than its share on the German market an adjustment is made.

Fifth. That while the prices given in the price lists are "net" the dealers who are members of the syndicate receive 33⅓ per cent and 4 per cent on settlement at the end of each month, and in addition a 5 per cent bonus and a cash discount of 2 per cent.

Sixth. That the factories do not, on making deliveries to the syndicate dealers, send invoices with such deliveries, but in place thereof send certificates of delivery in which are set forth the list prices, the purpose of this practice being to prevent the employes of such syndicate dealers from knowing the terms of sale.

Seventh. The factory members of the syndicate have no interest in the profits of the wholesale dealers who are members of such syndicate.

Eighth. That the syndicate wholesale dealers must resell at fixed prices, depending upon the quantities sold, giving a wholesale dealer larger discounts than the smaller dealer, but there are no printed instructions regulating this last-mentioned condition.

Ninth. That the factories may sell direct for export to the United States at any prices they choose.

Tenth. That Director Maret admitted that the prices of the Schmid balls were considerably below the German prices for home consumption, even allowing 60 marks to the dollar.

In the second report, dated May 31, Mr. Achenbach states (1) that Director Maret told him that all rubber balls ordered or in stock in Germany on November 8 (1920) had only one price for the home market and that was the new price; (2) *that America receives a cheaper finish through a cheaper production, the balls for America being unassorted while the balls for German consumption are assorted;* (3) *that they dump everything on America that could not be sold in Germany.*

With the third report, dated September 7, Mr. Achenbach transmits price lists of three German manufacturers of rubber balls who are not members of the syndicate, and the prices set forth in these lists are the same as those found in the syndicate list.

These reports are in evidence without objection, and without claim that by any of the statements therein contained the appellant was surprised at the time of trial. Considering the time that elapsed between even the receipt of the latest of them there would seem to have been ample time to refute the more material facts set forth, especially as to the methods of dealing between the syndicate and the factories, and also the price lists both of the syndicate and the manufacturers who are not members of the syndicate. The burden of proof was at all times on the appellant, and if rubber balls were sold at wholesale in Germany for home consumption by the syndicate members or by manufacturers or wholesale dealers, not members of the syndicate, at prices lower than the uniform prices set out on the price lists it would seem as though there had been ample opportunity to obtain and present on the trial evidence of that fact. There is no such proof in the record. The only circumstance for which such a practice might possibly be inferred is the statement of Director Maret hereinbefore noted "that syndicate wholesale dealers must resell at fixed prices, depending upon the quantities sold, giving a wholesale dealer larger discounts than the smaller dealer," but I am not inclined to take serious notice of that statement since no effort was made to prove by detailing actual transactions that it had any real foundation in fact.

There is unquestionably an open wholesale market value for rubber balls in Germany, and what that market value is is the problem with which I am confronted. Of one thing I am fully satisfied, viz., that the prices from the factory members of the syndicate to the wholesale dealers who are members do not con-

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stitute such market value. Market value is thus defined in paragraph R of Section III of the tariff act of 1913:

"That such actual market value shall be held to be the price at which such merchandise is freely offered for sale to all purchasers in said markets, in the usual wholesale quantities, and the price which the seller, shipper, or owner would have received, and was willing to receive, for such merchandise when sold in the ordinary course of trade in the usual wholesale quantities, . . ."

If the syndicate members who are dealers resold freely at the syndicate prices there would therefore be no benefit to them from their membership, inasmuch as they would be doing business without profit. I can not believe they are doing business from any philanthropic motives. Of course they are in business for profit. The syndicate lists as well as the lists of the manufacturers who are not members of the syndicate clearly indicate that the prices specified therein are NET with 2 per cent discount for cash, and these are the prices at which I find from the record rubber balls are freely offered for sale in usual wholesale quantities in the market of Germany. Two claims against finding that the balls in question should be appraised at the German market value of balls sold for consumption in that country are made by the appellant: One, that as compared with the balls sold for consumption they are inferior in finish and quality of rubber, and the other that by actual gauge measurement the quantity of rubber in the balls sold in Germany of a given size is considerably in excess of that found in balls of similar size in these importations. To the first of these claims I attach no credence. I do not overlook the facts that witnesses for the importer testified to imperfections in color and striping, and that large quantities of balls delivered by it to purchasers have been returned. The first of these propositions is more than negatived by witnesses called by the Government who, after examining and carefully comparing samples of imported balls from importations of Borgfeldt and Company and samples of balls manufactured by the New York Rubber Company pronounced them, as far as appearances and inflation went, standard balls. When called upon to produce a record of the returns of rejected balls the importer failed for what seemed to me not a good and sufficient reason. Other sellers, it was shown, had likewise had balls returned.

As to the second proposition the testimony of the importers, Witness Rosengran, as to the difference in the quantity and quality of the rubber in these balls as compared with the syndicate balls sold in Germany to Borgfeldt, the other balls, is uncontradicted, and I therefore feel constrained to give it credence and make allowance therefor.

I therefore find that the foreign-market values of all of these balls are the prices contained in the German price lists in evidence, less 2 per cent cash discount, and in addition a deduction of 20 per cent for inferiority in quality.

GIMBEL BROS. CLAIM LARGEST RADIO ASSORTMENTS IN N. Y.

Gimbel Brothers, New York, are advertising their radio department as having the largest assortment of any in the city. One ad reads in part:

"Gimbels for Radio! For sets that are scarce. Gimbels! For equipment that's scarce. Gimbels! For accessories that you can't find elsewhere. Gimbels! Gimbels with the largest assortment in town!

"For daily radio concerts. Gimbels! For radio advice. Gimbels! For wireless experts. Gimbels! Experts glad to assist you with their knowledge and their service. Set up your machine for you. Explain Radio for you. Any time! All the time. For Radio—GIMBELS."

IMPORTS AND EXPORTS OF TOYS INTO AND FROM THE UNITED STATES, BY COUNTRIES.

Furnished Department of Commerce Bureau of Foreign and Domestic Commerce, Washington, for March, 1922.

	Imports		Domestic Exports			
	Dolls and parts of.	All other.		Dolls and parts of.	Mechanical toys.	Other toys.
	Dollars	Dollars	Games. Dollars	Dollars	Dollars	Dollars
Austria	14	13,862	.....	.....	.....	.....
Belgium		1,703	.....	.....	.....	.....
Czechoslovakia	153	30,653	.....	.....	.....	.....
Denmark		.....	.....	.....	.....	90
France	318	34,376	.....	.....	.....	15
Germany	71,233	350,581	.....	.....	.....	.....
Greece	.....	.....	.....	.....	40	.....
Hungary		430	.....	.....	.....	.....
Italy	156	116	.....	110	.....	.....
Netherlands		179	.....	.....	.....	.....
Spain		.....	.....	60	.....	.....
Switzerland		98	.....	.....	.....	.....
England	7	5,581	420	681	432	20,113
Canada-Maritime Prov.		.....	36	72	30	1,907
Quebec & Ontario	8	77	260	1,473	394	38,231
Prairie Prov.		.....	279	241	367	4,396
Br. Col. & Yukon		66	30	136	157	1,050
British Honduras		.....	.....	.....	14	46
Guatemala		.....	.....	.....	.....	133
Honduras		.....	.....	.....	.....	35
Nicaragua		.....	.....	2	.....	59
Panama		.....	.....	22	.....	359
Mexico		489	81	30	275	3,890
Newfoundland and Labrador		.....	40	35	.....	1,361
Jamaica		.....	.....	.....	.....	112
Trinidad and Tobago		.....	.....	.....	25	136
Other British W. Indies		.....	.....	.....	.....	117
Cuba		.....	.....	5,447	270	2,771
Dominican Rep.		.....	13	.....	125	53
Haiti		.....	.....	.....	.....	55
Virgin Islands of United States		.....	.....	.....	.....	72
Brazil		.....	114	.....	105	40
Colombia		.....	.....	.....	.....	78
Ecuador		.....	.....	.....	.....	24
Dutch Guiana		.....	.....	.....	.....	49
Peru		.....	.....	.....	194	795
Venezuela		.....	.....	.....	143	69
British India		2	.....	.....	.....	306
China	79	7	.....	.....	13	12
Java and Madura		.....	.....	.....	.....	720
Hongkong	5	543	.....	.....	.....	.....
Japan	5,386	19,363	.....	.....	68	890
Kwantung, leased Territory		.....	.....	.....	.....	450
Philippine Is.		.....	.....	.....	.....	28
Australia		.....	624	.....	1,276	4,062
New Zealand		.....	22	.....	43	1,016
British South Africa		.....	.....	.....	.....	93
Total	77,295	458,131	1,924	8,323	3,977	83,774

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LONDON'S ROYAL TOYS

Collection of Dolls in London Museum is of Rare Interest

There is a room in the London Museum which is entirely devoted to toys. The toys are all exclusively of the London that is past and gone and a few particulars of the contents of this room as described by a correspondent of the "Times," will no doubt prove of interest to our readers.

Nothing approaching the complex pieces of mechanism on sale in the bazaars of this age of machinery is to be found among them. These toys of an older time were obviously designed to satisfy far simpler and more elemental feelings in the child.

Yet, it may be said, the amusements of children have fundamentally little changed. For the first impression conveyed by the exhibits is that the favorite plaything of the child has always been the doll. It has served that purpose in every age. It has survived in all countries even today, that is, of course, for girls, and also for boys on whom it has not yet dawned that they are any different from girls. For boys who know they are boys the oldest and most popular toy would seem to be the wooden horse. One of King George's toys, which has just been added to the room, has the horse for its central and most imposing feature. It is a striking model of a royal coach. The coachman in Royal livery is seated on a hammercloth of scarlet and gold; and there are two gorgeous footmen standing behind; but finest of all is the team of six prancing horses. The coach belonged to the King as a child and to his brother, the Duke of Clarence.

Queen Mary's Doll House

Another remarkable plaything of Royalty now to be seen on loan in the room is Queen Mary's doll's house. It was a present from her mother, the Duchess of Teck, and the miniature furniture, and fittings—gifts or purchases made in the course of several years—were personally arranged by her Majesty when she was a girl. The house is between 3 feet and 4 feet high, and about 3 .feet in width. The front opens like two doors on hinges, disclosing the interior of ground floor and two upper floors. On one side of the hall is the kitchen, and on the other is the dining room. Upstairs are the drawing-room and the music-room, and on the top floor there are a bed-room and a nursery. Each room is provided with its appropriate furniture—tables, chairs, cabinets, pictures—of the tiniest and daintiest kind. On the center table in the drawing-room are diminutive copies of the Bible and the History of England. The little kitchen has a range, cooking utensils, and a dresser with breakfast and dinner ware. Miniature toys fit for a toy house are to be seen in the nursery.

Dolls Dressed by Queen Victoria

The collection of dolls dressed by Queen Victoria when a girl—which has been in the room for some time, is added to, rearranged, and docketed. The dolls are small, of the plainest kind, in wood, and their painted faces are exactly alike. Distinction is given to them by their dresses, varied according to the character represented—Court ladies, opera singers and dancers, and historical personages. Of the 100 dolls or so in the collection, about half were dressed by the Queen when Princess Victoria, the others being the work of her first governess, Louise Lehzen. The young Princess, who was devoted to dolls, derived the greatest pleasure from this pastime. Her painstaking industry (and her good taste) is seen in the delicate needlework of the embroidery of most of the costumes. The materials are simple and inexpensive, but the most is made of them by minute decoration and finishing. Another noticeable thing is the number of lady dolls carrying babies. One stately lady in an elaborate Court dress of white satin has in her arms two infants in long clothes.

USES TOY RAILROAD IN ADVERTISING INSURANCE

Grizzard Stages Unique Display; Grades and Tunnels Show Progress of Age

A toy electric train runs continuously on an elaborate track containing signals and everything in a store window on East Sixth street, Cleveland, Ohio.

But people who crowd up to the window discover the train is not to advertise holiday toys. Instead, it is the unique method devised by John A. Grizzard, founder of the Grizzard Insurance Savings System, to illustrate the life insurance principle.

The train leaves Outlook station with all the pep of a youth of 21, rushes along to Opportunity station, slackens a little at Uncertainty switch, picks up speed again at Success station, finishes the run at Independence station, climbs a bridge, and goes through a tunnel to start over again.

It is the first time in America this method has been used to advertise insurance, according to Mr. Grizzard.

CHILDREN FLOCK TO STORE TO VIEW TOY AUTO SHOW.

Juvenile Los Angeles stormed Robinson's department store one Saturday recently, to witness a double attraction staged on the fifth floor which is devoted to toys.

An automobile show of 1923 toy automobiles, with speedsters, racing cars, sedans and touring cars was given for the boys, and a doll's spring fashion show was held for the girls. Several features of dancing were also staged during the morning and afternoon.

Saturday is often set aside by this store for special features for children, and this day's event was heralded by newspaper advertising. In the automobile show the cars, which closely resemble the famous "real" makes of cars, were shown in a large ring at one end of the fifth floor, while the fashion show for dolldom was held at the other end of the store.

Dolly Dimple clothes, made especially for Robinson's, were shown in this parade. A sample of the fashions set for dolls by this store was the first figure in the parade—a doll wearing a black taffeta cape over blue chiffon with a hat to match.

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Increasing Toy Business by Playing to Schools

By FRANK H. WILLIAMS

DID you ever stop to think how big a percentage of a toy store or toy department's business is due to purchases made for youngsters who are interested in some particular school?

Only the very youngest children for whom purchases are made at the toy store are not interested in schools. School, for all the other youngsters for whom purchases are made, is one of the biggest interests in their lives.

Right here, it would seem, lies the opportunity for the alert toy merchant to do some intensive business promotion which though very inexpensive should prove to be exceedingly effective.

Wouldn't it be possible for the toy store to secure and hold the interest of a big percentage of the city's children and parents by judiciously playing to the schools of the city? Wouldn't it be possible to stage local school exhibitions in the store's show windows and to otherwise exploit various schools in such a way as to make every child attending each individual school and every mother and father of such children want to come to the store and look at the exhibition? And wouldn't the result of bringing so many children and parents to the store result in considerably increased business for the establishment?

Suppose, for instance, that the store starts in by giving publicity to the First Ward school. Suppose that this publicity takes the form of a window display in the store's show windows in which are shown pictures of the school and the pupils. And suppose that samples of the children's work are also shown and that names of pupils and teachers are also shown in neatly typed lists placed on placards. And suppose that in addition to this window display the store also has a display inside in which further interesting pictures of the school are shown and in which further interesting examples of the work done by the children are on display.

Wouldn't such a display arouse the interest of every youngster attending the First Ward school? And wouldn't this interest be communicated to the parents of the children. And wouldn't every pupil of that school and every parent of the pupils and every teacher in the school go out of their way to look at the store and to see the exhibition? And wouldn't all this tend to make everyone connected with that particular school think exclusively of that particular store whenever considering the purchase of toys.

And if this stunt was repeated for every school in the city wouldn't the accumulated interest result in a very nice increase in business for the store?

The store could, of course, announce the stunt in its first window display by a placard reading about like this:

"WE'RE PROUD OF OUR CITY'S SCHOOLS!

"Always the schools of this city have been in the forefront of educational institutions.

"Always our schools have been noted for the good work they have accomplished and for the high grade young men and women which they turn out.

"We are proud of our schools and because we feel that more praise should be given them for the things they have done, we are going to have a weekly exhibition during the coming months in which we will each week show pictures of some particular school and also show some of the work done by the pupils attending each school. Each exhibition will be prepared with the cooperation of scholars and teachers and will be shown in our windows for an entire week.

"Watch for the exhibition of YOUR school or the school which your kiddo attends. And if you have any pictures of samples of work which you would like to see incorporated into the exhibition of that school, bring the material in to us as soon as possible.

"Remember, all these exhibitions will be entirely free. Attend all of them.

"Learn what the schools of our city are doing."

Wouldn't such an announcement as this create a vast amount of interest and wouldn't it much more than double or triple the number of people looking at the store's windows and entering the store? And wouldn't all this inevitably increase the stores' business at once in a very satisfactory manner?

Of course all the teachers would, almost as a unit, be glad to cooperate in such an exhibition as they would be glad to have the public see just what the scholars under them were accomplishing. And the scholars themselves would, of course, do everything in their power to make the exhibitions a success. All this would, of course, mean that the exhibitions would be staged with a minimum amount of time and effort spent by the store proprietor and employes.

Of course this stunt is not the only method by which the store could call itself to the attention of the school children and the parents of school children and by so doing secure a big percentage of all the toy business originating in the city's schools.

It might, instead of using the foregoing plan, adopt a simpler plan along the same lines. It might use in its display windows from week to week pictures of the various school buildings of the city and then attach to the bottom of each of these pictures some typed data telling of the time when the building was erected, the number of pupils, the scholars who had the highest marks in that particular school during the past term and so on.

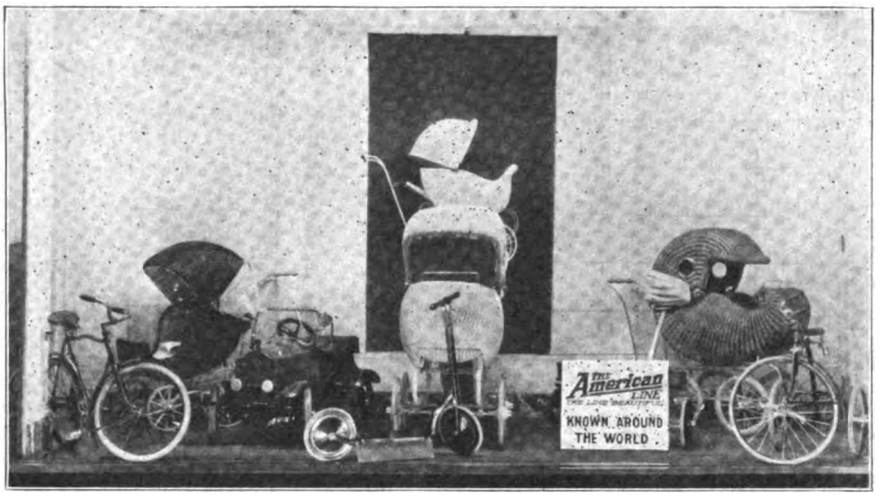
Then attention might be called to the stunt by the use of a placard reading like this:

"WHAT YOUNGSTERS' NAMES WILL APPEAR ON THIS HONOR ROLL?

"During the next few weeks we are going to show in this window pictures of the various local schools. And with each picture we are going to present the names of the pupils in each school who attained the highest marks in their studies during the preceding term.

"Will YOUR name be on this list, young folks?

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Window Display of Wheel Goods by La Salle & Koch, Toledo.

PASSED BY THE NATIONAL BOARD OF CONSUMERS

The Case for High Quality Goods.

By Wm. L. Diemer, President of The American-National Co.

[EDITOR'S NOTE: Mr. Wm. L. Diemer, the author of this article, has studied the problem of manufacturing and merchandising high quality juvenile vehicles for twenty-five years. His ideas will be of interest to those dealers who prefer to carry high-priced goods.]

Many a merchant has definite ideas about a board of censors for moving pictures. He recognizes and approves their work, when "Passed by the Board of Censors" is flashed on the screen. Yet often he does not realize how the idea with some shift of emphasis, could be applied to his own business. He needs only to substitute "Consumers" for "Censors," and he has an adequate test for his merchandise.

To be "Passed by the Board of Consumers," is the good fortune of articles of quality construction. But who compose the Board of Consumers? Its membership is unlimited because it includes all those who have the dollars and sense to buy. Its approval is sought by every discriminating dealer. Its power is perpetual because the present decade influences the next as to what and where to buy.

Consult Your Board of Consumers.

In fact the wise merchant works very closely with his "Board of Consumers." Experience teaches him that high-grade goods is preferred by the majority. No matter whether or not this preference is apparent, he knows it is there. It may be subordinated for a brief period; it may even be dormant. Nevertheless, the dealer who does things will never lose sight of it. When his "Board of Consumers" cut out the merchandise which is high-grade, because they think it too high-priced, he arranges for special sales, which allow them to buy quality at a lower cost. He does not do this often, for he knows that they know that articles of worth, of necessity, are higher priced. He will rather emphasize in his advertising copy that the enduring value of higher-priced articles, makes their actual cost lower. He will make clear in their own minds what they have felt right along about considering workmanship above price.

High-Grade Juvenile Vehicles Pass the Board.

Juvenile vehicles, to take a specific instance, that are of more than average material and construction, are consequently higher in price than less carefully made articles of the same line. But they are even more readily "Passed by the National Board of Consumers" when properly displayed and intelligently sold. Taking for granted the desire of the child to own one, and the readiness of the parents to fulfill the wish, higher grade, higher priced automobiles, bicycles, velocipedes, tricycles, coaster wagons, hand cars and doll vehicles—any wheel plaything, in fact—can be sold with not too great sales effort.

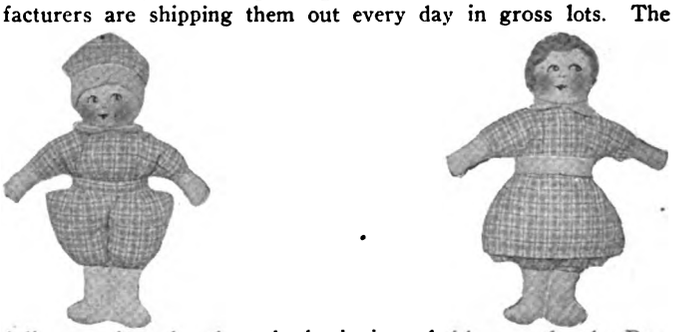
It can be pointed out with telling effect that here is a wheel plaything "strong as an ox." Its pneumatic tires easy alike on child and floors; its frame able to stand the strain of a load of three youngsters, or a famed heavy-weight, if he should absent mindedly step on its truss; its hub caps nickel plated to save clothes and furniture—its entire construction designed to promote its own length of service and prevent harm or destruction caused by its users. Its price becomes negligible when these facts are presented. A vehicle which will last the length of childhood is reasonably priced even if quite high in comparison with a lower priced vehicle which is ready for the scrap in a short time.

Low Cost Sells the Board on High Prices.

Somehow or other people are careless in their statements and a low priced article which gave good service for its price, will be judged harshly when spoken of to the neighbors, if it did not last a great length of time. On the other hand, merchandise of high quality and its usual attendant high price will come in for even more than its share of praise, because of the enduring quality of its service. Although the price may be higher, the actual cost is lower as the vehicles stand up under long, hard use. I have heard parents say, "Yes, John and Jimmy and Hal all used that velocipede and it is still just as good as new. We are going to give it to nephew Billy as a present." In the meantime, John and Jimmy and Hal are in the market for other vehicles of the same line, because it was "Passed by the Board of Consumers."

THE CALICO KIDS

Here is a couple of attractive little dolls, made of bright colored calico, that are proving to be real sellers. The manufacturers are shipping them out every day in gross lots. The



dolls were introduced, at the beginning of this year, by the Rees Davis Toy Co., 512 S. Wabash Ave., Chicago, Ill. The dresses come in assorted patterns, and the faces are hand painted. Height, 10 inches. Each doll is put up in glassine bag, and they make a very attractive counter display.

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"MANY MARKS" MAKING MONEY!

"Many Marks" is the name of a clever new game for children recently introduced by the C. W. Allen Co., of Aurora, Ill. This consists of a rubber stamp outfit put up in attractive box. There are several stamps, each containing a short curved or straight line, dot, circle, etc., by means of which it is possible for the child to make as many different designs and figures as his ingenuity dictates. Each box contains a number of patterns which may be followed, but the variety which may be made up is endless.

Children and grownups are fascinated by this new game. It is educational, entertaining, and an ideal home pastime.

Below we show "Little Mary Marks," one of the many figures which may be made with this rubber stamp set.



Little Miss Flapper, pretty and dapper,
Wants a beau just like her dad;
Handsome an' witty—but ,ain't it a pity!
There's no such a beau to be had!

And this is her dad!



An' here's Flapper's Dad, lookin' gloomy and sad
'Cause it's ten and she isn't home yet—
But when she gets in there'll be rattling of tin
For the boy who is with her, you bet!

From these illustrations, it will be seen that the average boy or girl will have a wonderful time creating the strange creatures of their imagination, and they may write little verses to accompany each one, as suggested above. As an entertaining toy this game deserves to rank among the best.

All State Street stores in Chicago are selling quantities of them, and many dealers throughout the country are also selling the sets to schools, kindergartens, etc., as well as to housewives for embroidery purposes, as some highly attractive embroidery designs can be made with them.

The Pathe company is also arranging to feature "Many Marks" in their weekly news feature, and by the time this is printed, this remarkable game will be shown in motion pictures in all parts of the country.

A sister outfit, known as "Many Flowers," is also made by the same concern—C. W. Allen & Company, Aurora, Ill.

STORY OF THE WISE OLD HEN

To Get the Early Worm Follow the Example of the Wise Little Hen.

The following verses have been received from Hugo Zeller, president of the Zeller Lacquer Mfg. Co., of New York. These verses have been given to their salesmen and have already received favorable comment from customers. It would seem that the practical lesson taught by the wise hen might be used by all of us to our advantage. The hen and rooster are endowed with a good deal of "human nature" as will be seen from the dialogue which passed between them:

Said the little red rooster, "Gosh all hemlock' things are tough,
Seems that worms are getting scarcer, and I cannot find enough.
What's become of all those fat ones is a mystery to me,
There were thousands through that rainy spell—but now where can they be?"

The old black hen who heard him didn't grumble or complain,
She had gone through lots of dry spells, and lived through floods or rain.
So she flew up on the grindstone, and she gave her claws a whet,
As she said, "I've never seen the time there wasn't worms to get."

She picked a new and undug spot; the earth was hard and firm,
The little rooster jeered, "New ground. That's no place for a worm."
The old black hen just spread her feet, she dug both fast and free.
"I must go to the worms," she said, "the worms won't come to me."

The rooster vainly spent the day, through habit, by the ways
Where fat, round worms had passed in squads back in the rainy days.
When nightfall found him supperless, he growled in accents rough,
"I'm hungry as a fowl can be. Conditions sure are tough."

He turned then to the old black hen and said "It's worse with you,
For you're not only hungry but you must be tired, too.
I rested while I watched for worms, so I feel fairly perk;
But how are you? Without worms, too? And after all that work?"

The old black hen hopped to her perch and dropped her eyes to sleep
And murmured in a drowsy tone, "Young man, hear this and weep:
I'm full of worms and happy, for I've dined both long and well.
The worms are there as always—but I had to dig like hell."

Oh, here and there red roosters still are holding sales positions.
They cannot do much business now because of poor conditions.
But soon as things get right again they'll sell a hundred firms—
Meanwhile the old black hens are gobbling up the worms.

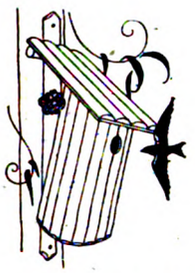
Merchandise, 53 Years on Shelves, Sells Well for Days of '49 Celebration.

Shasta, Cal.—A complete stock of men's hats, shirts and other furnishings, and women's millinery that had been on the shelves of the store operated here by Charles Litsch, for 53 years, and which their owner long since had despaired of selling, recently sold like the proverbial hot cakes when a large party of Shriners from Sacramento, in attendance at a convention at Redding, near here, heard of them. The Shriners, with the Days of '49 celebration at the capital in mind, bought out the stocks, tickled to be able to get real '49 goods.

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The Bluebird denotes happiness, wears a bit of sky on his back, and warbles ineffably. He will dwell here from March to October. $11.75



No ace ever soared like the Tree-swallow or could slip more quietly into his hangar. April to October. Tempt him with this one, $9.50



A friend of gardeners is the Sparrow-hawk who likes grasshoppers and beetles, and will also like this house, $12.50



Little Jenny Wren chooses the home site. From Mid-April to October she would enjoy this little house, $11.50



THE MYSTERY OF BIRD MIGRATION

JUST how birds know when to start, on what invisible track they travel, and why they come are matters that make this annual excursion in aviation of surpassing interest. Taking an extreme example, the golden plover starts from Argentina in South America, flies to beyond the Arctic circle in Alaska, nesting there and returning over the Atlantic ocean, a total of ten thousand miles. The bobolink, a happy-go-lucky bird, hops off from Brazil in March, crosses the Caribbean via Cuba, Jamaica and Florida, and lands in the United States by May first, having done four thousand miles which he must repeat in the Autumn. From the palm-fringed coasts of South America, whither Columbus was guided by the flight of birds, there sets a steady stream to the northern continent each Spring. Without chart or compass, and flying too high in many cases to distinguish objects on the misty earth below, they yet reach their destination and are on strictest schedule in point of time. The achievements of migrating birds are almost beyond human comprehension and the only explanation offered by scientists is "the homing instinct." It is possible to provide homes for these travelers and to be ready when they arrive. *Bird Houses and Bird Baths, Ninth Floor.*

Landlords wishing to entertain some of these desirable tenants from the South are reminded that fresh water and a bath are necessities. The establishment of a bird bath on one's estate will go far toward attracting them, and one is frequently rewarded by concerts of ravishing beauty. $9.00



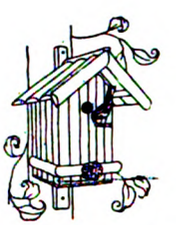
Robin Redbreast, chesty as to waistcoat, melodious of voice, will adopt this as his northern home from March to November, $2



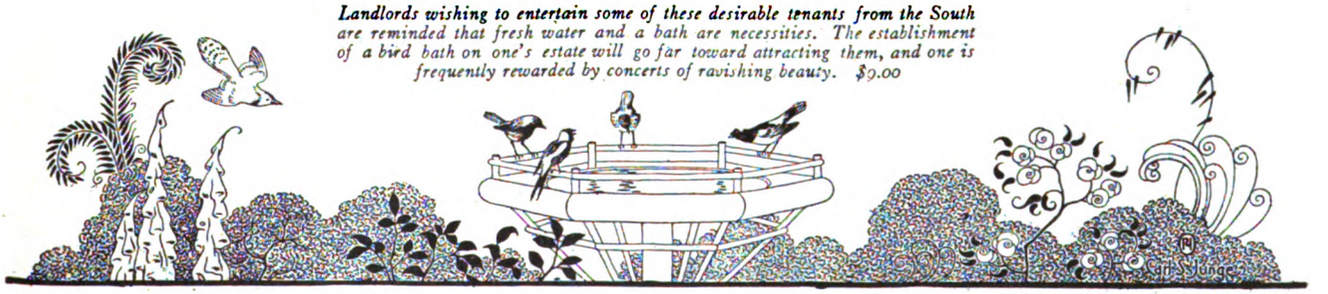
Screech-owls look wise and their ability to catch mice makes them popular. Properly housed owls will be permanent residents, $9.50



The Crested Flycatcher catches them "on the fly." His Chicago season is May to September. His house is $6.25



Chickadee is a chatty little fellow and quite an acrobat. He might remain through the winter in this house, $4.25



Marshall Field & Co. Advertise Bird Houses in a Most Interesting Manner

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Window Display of Strauss Toys

This illustration of the window display of Strauss Mechanical Toys at Shulman & Sons shows the advantage that the wholesaler attaches to window displays which were formerly considered proper for retail stores only. This display is located where a large number of buyers pass each day, and has considerable advertising value which should be reflected in the increase of sales which it will probably influence.

This display stand used for this item is one of several styles which have been designed and patented by Ferdinand Strauss. A feature of this display stand is that the spring motor which operates them will run from eight to ten hours, carrying from 50 to 100 pounds.

In connection with window display, Mr. Ferdinand Strauss says in a recent booklet to the trade:

"I have been studying this question of attractive window displays for a good many years. I have used a number of very clever and ingenious displays in the windows of retail toy shops. The principle of these displays was based on the mechanism found in my mechanical toys. With this idea as a basis I have now perfected a spring motor for a window display piece which with one winding will run steadily for eight hours and will carry a weight of fifty pounds or more. With this new window display piece, or better still, with this animated salesman, all kinds of merchandise can be displayed in a wonderfully interesting and compelling manner.

"The most remarkable quality of this invention is that the most ordinary type of merchandise will be so enhanced in appearance and attractiveness by the animation thus imparted to it that sales are made very easy.

This moving display table can be utilized to wonderful advantage for special and semi-monthly sales and will become an indispensable feature of every progressive merchant's store equipment. General publicity creates thought—while dealer display on the spot where cash and commodity change hands, creates action.

In these days of modern efficiency, a business or profession is as strong as it is efficient. It is agreed that reader interest is on the wane. This is due to the tiresome battle that has been waged in the past to attract interest by more space and by more startling displays on the page.

"Exhibition rooms will be permanently located in New York, London, Paris, Berlin and all the great cities of the world where over 100 revolving display tables carrying specimen exhibits of every line of merchandise can be seen."

THE EASTMAN LINE EXPANDS

The Eastman Mfg. Co., of Union City, Pa., has added a reinforced concrete, fire-proof, sprinkler equipped building to its already large factory. The new building is two stories and contains about 15,000 square feet. Every convenience in lighting equipment, etc., has been used to help the workmen produce good goods.

The office and display room is especially attractive. This is finished in five-ply oak veneer, panelled wainscoting with attractive beamed ceiling. The wood construction was done by Mr. Eastman's own force, experienced as they are in the working of oak furniture. The finish is silver gray, and is beautiful, to say the least. Mr. Eastman reports excellent business on the Eastman line of toy furniture, etc.

All Clear Now.

"Money is the root of all evil." That is the reason we all try to dig it up.—*Columbia Jester.*

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RONSON REPEATER—A BIG SELLER.

There is one army that will resist successfully the trend of the times toward disarmament. That is the army of boys—and girls—who always have whetted the edges of their imaginations with a make-believe gun even if they have been forced to whittle their weapons themselves or to convert mother's broom into a rifle.

Boy-land is finding zest added to its playtime fun by the appearance of a new toy revolver that is sweeping the country with a wave of spontaneous popularity. Not only is boy-land elated but parents as well are greeting the new plaything with a sigh of relief that at last their worries as to accident to their children can be forgotten.

Manufactured by the Art Metal Works of Newark, N. J., this novelty, known as the Ronson Repeater, emits a flash and ensuing smoke at a touch of the trigger, repeating this action 5,000 times from one "load," and yet is an absolutely harmless toy to place in the hands of the smallest boy. Its gun metal finish as well as its grip are those of a real automatic and the mystery as to how it "shoots" is as fascinating as it is baffling.

It was just a few months ago that the Ronson Repeater was first put on the market, and in the first six weeks the sales reached over half a million. This was before the Art Metal Company began its extensive advertising campaign that now is exploiting the toy all over the country through national publications.

A feature that attracts dealers is the fact that it is a toy for all seasons of the year, though an added impetus to stock up, particularly among dealers at country and seaside resorts is presented by the approach of out-of-door weather and the Fourth of July for which celebration the Ronson Repeater is sure to prove a big seller.

The novel spark feature and its guaranteed harmlessness are the two points of appeal in this product that dealers are finding it most profitable to exploit. Reloads good for 5,000 shots each, give additional returns and the assurance that customers will be back again to re-stock when the first load is exhausted.

The Art Metal Works has been manufacturing metal novelties for thirty-five years at its big factory in Newark, and has been turning out a line ranging from bronze statues to campaign buttons. The development of the Ronson Repeater has covered a period of several years, and although retailing at a popular price, its workmanship reflects the durability and accuracy for which the firm is conspicuous. This is one of the many reasons why the product finds a quick market and satisfied customers.

LEO MORSE REPORTS BUSINESS MUCH IMPROVED.

Leo Morse was visiting the trade in Chicago the middle of May in connection with his annual trip West. He reports that business is improving very rapidly and that he has already taken three times more orders on his trip this year than he did a year ago. His firm, Leo Morse, Inc., has brought out several new members of the "Happy Rite Family" in celluloid toys for babies. Mike Sweyd, the San Francisco representative of the firm, has celebrated the Happy Rites with the following verses:

"On Monday play with Brother,
  On Tuesday play with Dad,
On Wednesday with Mother,
  Better friends cannot be had.
For Thursday there is Sister,
  For Friday Kitty Dear,
For Saturday your little Tige
  And on Sunday the whole Schmeer."

On March 29, 1922, suit for infringement was brought in the Federal Court, New York City, by Burt E. Lloyd, owner of the patents for the Lloyd "Ma-Ma" Voices, Nos. 1,229,102 and 1,277,229—and the E. I. Horsman & Aetna Doll Co. and the Averill Mfg. Co. against the Gerling Toy Company and Fleischaker & Baum of New York City, and on April 20, 1922, against the Century Doll Co. of New York City.

A NEW IDEA FOR RETAILERS.

Merchants who have wrestled with their own advertising problems will in the future be able to devote more time to the many other important details of their businesses through the advent of a new book called "Self-Service Advertising," prepared by Butler Brothers.

A busy merchant has many things in his store that demand his focused attention, with the result that the store's advertising is hastily or carelessly prepared. The result is a loss in business that could otherwise be had through good advertising.

Trade journals are constantly preaching the gospel of good advertising but with his hands more than full of detail work, the ordinary retailer finds himself handicapped seriously.

Realizing the many needs of the nation's retailers, Butler Brothers maintain a Customers' Service Department, which department is responsible for this new retail advertising system, which means greater saving of time and greater efficiency for any merchant with a store not large enough to maintain its own advertising department.

The book contains 136 pages, and cost over $20,000 to prepare. It is based on the "block system" of advertising, and is so simple that even a junior clerk can prepare a very effective advertisement for either newspaper or circular. Best of all, it enables a merchant to *individualize* his advertising, and not have it show ear-marks of the ordinary "form" advertising.

Of course, money spent for advertising is wasted unless the right sort of selling copy and illustrative appeal is used. Through using "Self-Service Advertising," the retailer can get the benefit of real human-interest selling copy along with high-grade art work—without the tremendous cost he would incur by preparing it himself. He names his own goods, sets his own prices and has entire control of his advertising policy.

For the benefit of their customers, Butler Brothers maintain a staff of some of the most capable advertising and merchandising experts in the country, and these are the men who have prepared "Self-Service Advertising." Because of these facts, the use of it will prove many, many times more effective to the retailer than the ordinary "announcement" copy that is too often seen.

TOYS AND NOVELTIES is informed that Butler Brothers will gladly mail a copy of "Self-Service Advertising" to any merchant writing for it—free of charge. Every wide-awake retailer will undoubtedly take advantage of this offer, for it means the absolute simplification of that long-lived question—"How can I find time to get up good advertising?"

FEATURES OF THE CASS DRUM.

The drum is one of the oldest musical instruments in the world, if it is not drawing too much on the imagination of the reader to call it a musical instrument. Whether it is musical or not, it is most popular with boys, and the boy who does not want a drum is not a normal boy.

It has been the object of the N. D. Cass Company to produce a drum that is not only attractive in appearance, but also highly durable and all that a good drum should be. First of all, durability: This is a feature of the Cass drums, because they will even withstand getting wet and still be good drums. The matter of keeping the head of the drum tight is provided for as in regulation drums, and the youthful owner need have no anxiety as to whether the head will be tight enough to produce the proper effect. If it is not, he can easily tighten it by the specially prepared ears.

The drum has to be constructed to stand rather rough usage on the part of its youthful owner and Cass drums are guaranteed to withstand all ordinary wear and tear under the vigorous handling of the boy owner. The maker is so confident of this that a printed guarantee is attached to each drum.

His Scattered Acquaintance.

She—"What were you doing after the accident?"
He—"Scraping up an acquaintance."—*Widow.*

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THE N. R. M. EXPO.

Announcing a Great Display Embodying Unique Features That Appeal with Equal Force to Both the Buyer and the Manufacturer.

A little interesting history is timely here, to fully explain the why and wherefore of the N. R. M. Expo. The National Retail Merchants' and Buyers' Association, Inc., leased the Red Room of the Hotel Imperial for a period of years. They transformed it from a hotel lounging room of great beauty to a display room of handsome proportions.

Originally they intended to use the room as an adjunct to the many merchandising shows which they conduct throughout the year. Ideally located, it proved such an attraction during the toy show that a number of out-of-town manufacturers, realizing it would make a dandy New York display room, endeavored to secure space on a yearly basis.

Right after this several radio manufacturers saw its possibilities as a publicity medium and broached the association heads on the matter. A buyer of gift shop merchandise, a member of the association, felt that making it a gift and art shop show would greatly benefit the members of his branch of industry.

Consequently, after due deliberation and investigation, it has been decided to utilize the room as an all-year permanent display of radio sets, equipment and accessories—toys of all kinds, including wheel goods, and lastly gift shop specialties.

However, it will not be restricted as a buyers' room exclusively, but adequate means will be adopted to make it a general publicity room as well.

The manufacturer is thus doubly serviced. For not only will buyers be able to view his display, but the public visiting the room will be educated to the advantages of his goods. Information will be given where such merchandise may be obtained at retail.

A sales force will be established to take any orders or arrange for a buyer to see a more representative assortment of the manufacturers' wares in the sample rooms of the association on the first floor of the hotel. There is no extra charge for selling.

During the day radio concerts will be given. At specified times on certain days during the week demonstrations will be made of the different radio equipment.

This will be one of the means of obtaining a large attendance. The association is undertaking certain methods by which it will guarantee that 1 per cent of the people passing by the Hotel Imperial will, out of natural curiosity, visit the room.

At first sight this may seem a negligible quantity. Bear in mind the fact that by actual count 1,000 people pass on Broadway between 31st and 32nd streets every seven minutes, making an average of over 8,000 people an hour from 9 a. m. to 6 p. m. Moreover, the N. R. M. Expo will be situated on the main floor of the Hotel Imperial, directly accessible from all entrances.

As to the room itself, it is arranged to accommodate two hundred individual lines. Each compartment is divided into two sections, an upper and lower unit. The decorations are lovely; each unit is decorated in old ivory, offset by darker tones and banded by strips of white, forming a splendid and harmonious background for each exhibit.

Each unit is equipped with two powerful reflecting lights and a display sign, mahogany framed, with white letters on a black field. Every compartment is glass enclosed and locked, preventing merchandise from becoming soiled or lost.

The competent sales force is composed of experienced salesmen who will give impartial attention to lines displayed.

The Simple Life.

First Cannibal—"Our chief has hay fever."

Second Cannibal—"What brought it on?"

First Cannibal—"He ate a grass widow."—*Journal American Medical Association.*

WILL MOVE TO NEW FACTORY.

The Eureka Pneumatic Spray Co. announces to their friends and patrons that on or about July 1st they will move to their new factory building, located at 130th street and Jamaica avenue, Queens Borough. The building will be occupied entirely by the Eureka Pneumatic Spray Co., who will have considerable more space and will be in a better position to take care of the needs of their rapidly growing clientele of customers.

This concern has started in manufacturing their own line of exhaust wheels, and will, in addition to uses for spray booths, cater to the general field in this line.

They are turning out something new in the line of exhaust wheels, same being equipped with roller bearings, special lubricating arrangement and very attractive details. They will manufacture these exhaust wheels, both of belt-driven and motor-driven type.

Their new property takes in 16 lots, which will give them ample room for expansion in the future. Shipping facilities are equal, if not superior, to the Manhattan section of New York City, and with the added space and facilities, they will be able to take care of the needs of any and all customers, making immediate shipment of anything required.

This concern is the oldest in this line, having been established since 1900 and devoted 22 years, exclusively, to apparatus, for commercial finishing, with compressed air.

NEW LINE OF DRUMS.

A drum should have a tough and vibrant head or it isn't a good drum. These two drum features are said to be very satisfactorily combined in a new line of drums produced by the Tufhead Novelty Mfg. Co. The drum head is scientifically treated by a patented process which gives a very tough fibre that can be stretched tightly enough to give a resonant sound. However, in order that the small owner may not be deprived of the drum in the event of the head becoming perforated, new heads can be obtained to fit each of the twelve sizes. A circular is issued by the manufacturer which in addition to describing the drums tells how they should be cared for in order to be kept in the best condition. The drums are finished in two colors, mahogany and red. In addition to the line of drums the same manufacturer produces a line of tambourines in four sizes which promise to have a popularity that will furnish another good selling item to the trade.

FILBERT-GREER CO. EXPANDS.

The Filbert-Greer Mfg. Co. of Dayton, Ohio, report that the increase in their business in the Tiny Toter has necessitated their moving into larger quarters. They have taken over the plant formerly known as the National Broom Works which gives them about 6,000 feet of floor space. The building is situated on a lot 80 feet wide and 150 feet deep, which, according to officers of the company, they propose to use for the purpose of expanding in the near future.

A new style of baby carriage or "go-cart," for which the company holds the patented rights, will be manufactured in quantity.

TRANSOGRAM CO. ENLARGES SPACE.

The Transogram Co. of Brooklyn announces the removal of their toy and paper box departments to Bush Terminal building, No. 19, 148 39th street, Brooklyn, N. Y., where they will have more than double their former floor space. They have also added much new equipment. They claim very modestly that their ability to serve customers will be greater than ever.

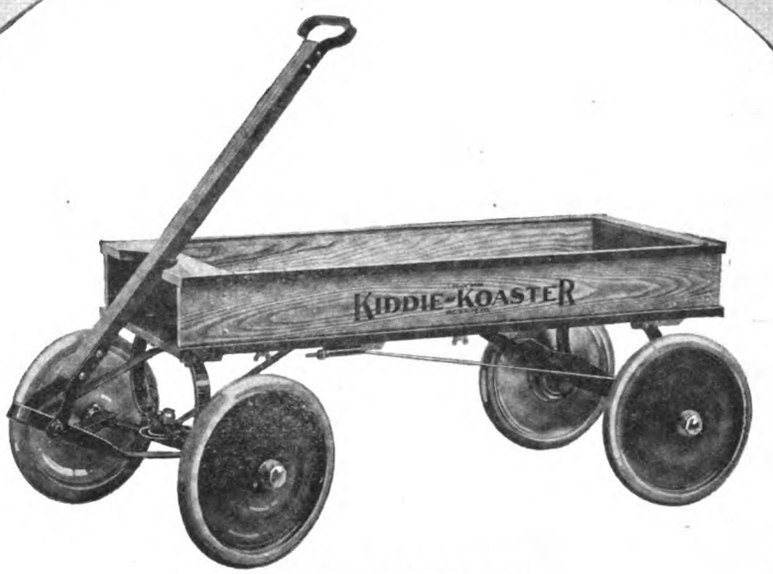
Might Be Called Gossip.

Mrs. Jameson—"Do you believe that awful story they tell about her?"

Mrs. Johnson—"Of course I do! What is it?"—*Kasper (Stockholm).*

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White's Kiddie Family Album



KIDDIE-KOASTER

Born January 1st, 1921

The good-natured, big brother of the Kiddie Family. Already famous for his manly good looks and endurance.

KIDDIE-KOASTER embodies many vitally important and decidedly new features. Furthermore, it is a real precision job in coaster wagons, with a finish in keeping with its superlative qualities. Distinctive features are:

Automobile type hub brake. All metal gear (steel channel bolsters). Chrome manganese axle. Steadiest steering due to new accurate adjustment. Heavy double disc wheels with accurate self-contained roller bearings. One-inch rubber tires. Hexagon, screw hub caps. Woodwork and finish a real revelation in beauty.

The members of the Kiddie Family of Juvenile Vehicles are:

Kiddie Kar Regular	Kiddie KarT Regular	Kiddie-Koaster	Kiddie Kart No. 305*	Kiddie-Road Ripper*
Kiddie Kar Special	Kiddie KarT Special	Kiddie-Pedal Kar*	Kiddie-Skooter*	**New this season*

H. C. WHITE CO., NORTH BENNINGTON, VT.

NEW YORK SALES OFFICE—FIFTH AVENUE BUILDING

Reg. U. S. Pat. Off.

KIDDIE

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RESUMES HER INDIVIDUALITY.

Katherine A. Rauser announces that she has severed her connection with the company known as Katherine A. Rauser, Inc., and is now located at 4056 W. Armitage Avenue, Chicago, Ill., where she will continue the manufacture of doll outfits and accessories. The fine taste and unusual skill which Mrs. Rauser employs in the manufacture of dolls' wearables will doubtless continue her line in the high estimation of buyers everywhere.

CHICAGO MERCHANDISE FAIR

Timed, as it is, during the first two weeks in August, the Chicago Merchandise Fair will command the attention of retail merchants and buyers in the central, southern and western states. Especially those merchants who make it a practice to go to the Chicago market at this season of the year to buy their fall and holiday merchandise.

The coming Chicago Merchandise Fair, which is the second one held in the city, under the management of Pierre H. Meyer will be held during the period of the Pageant of Progress at the Municipal Pier, which opens on July 29th, and closes on August 14th. This is Chicago's greatest event, and thousands of merchants are timing their trip to Chicago during this period. It stands to reason that all merchants interested in the purchase of 5c to $5.00 merchandise who are in Chicago, either the first or second week in August will visit the Chicago Merchandise Fair at the Coliseum. Manufacturers who have sample rooms there, will undoubtedly secure worthwhile business from these worthwhile merchants and buyers who will go to the Coliseum to *inspect* and *buy* their fall and holiday requirements.

The general public is not admitted to this exhibit or display of merchandise—only qualified buyers or merchants can secure admission. Business hours are from 8:30 a. m. to 6 p. m.

OPENS CHICAGO OFFICE.

The American Mfg. Concern, Falconer (near Jamestown), N. Y., opened an office May 1st in room 1006, Adams Express building, 115 South Dearborn street, Chicago, Ill. Mr. Howard S. Kelsey, who has visited the central trade, is in charge of the office. There is a complete display of all of the goods manufactured by this concern—toy pianos, metallaphones, tool chests, building blocks, blackboards and the stationery line comprising school and office rulers, clip and arch boards, card index boxes, letter trays and desk files. The trade will welcome this office.

Earlier in the year the American Mfg. Concern opened its own office in room 806, the Fifth Avenue building on Madison Square, New York City, where a complete line of the goods will be shown.

THE WONDER FISH.

One of the newest toys manufactured by the Clevertoys, Inc., New York, is known as the wonder fish. This toy has won the favor of the eastern trade and no doubt will do the same in other territories. This mechanical fish is fourteen inches long and will swim from seventy-five to one hundred feet. They are colored to represent the salmon, mackerel and blue fish and are packed separately in a lithographed colored box. This toy can be retailed for $1.00 with a good profit.

NEW RUNDLE CATALOGUE OUT.

An attractive 22-page catalogue of the Rundle Manufacturing Co. line of children's vehicles has just been sent us. This is printed on high-grade paper, contains about 40 illustrations and occupies 22 pages and cover. Among the items shown are coaster wagons, automobiles, hand-cars, velocipedes, foot-gliders, kiddy-cars, treadle horses, shoo-flies, baby-walkers, baby-tender, etc. Business is reported fine at the Rundle factory at Fremont, Ohio.

SELL BOOKS EVERY DAY.

The above headline expresses a constructive thought that was brought forward at the recent convention of the Book Sellers' Organization held at Washington. It happily is an injunction which, while founded in the desire to sell more books is also beneficial, because a good juvenile book is instructive and entertaining at the same time, therefore the dealer who offers an attractive line of juvenile books throughout the year is daily contributing to the entertainment and improvement of the children of his community as well as increasing his sales and profits.

It is the intention of the book sellers to co-operate with the retail dealer by being in a position throughout the year to supply books that are attractive in characer not only as regards their appearance, but also as regards the text matter of the book. Retailers will serve their own interest by making sure that their assortment of books is not only adequate to the demands of their community but leads it a little bit, because in this way the power of suggestion is an important influence in creating sales. A parent or other person who desires to give a juvenile book to some young American will naturally turn his or her footsteps to that store where he remembers having seen an assortment of this character. Fortunately it does not require a large investment to have stock of the character referred to. Books have not advanced in price proportionately to many other lines of merchandise, this being due in a measure to the fact that the position of the United States in all lines of publishing is pre-eminent, and juvenile books are no exception. Quantity production and the use of labor-saving devices of every description enable the American publisher to bring out attractive volumes to sell at market price. Juvenile books are a good line to push. They are also a line that attract a very desirable class of trade to your store.

LARGEST HOTEL IN WORLD HERE

Chicago is to have the largest hotel in the world costing between $12,000,000 and $15,000,000. It will be built on Michigan avenue, just south of the Blackstone Hotel.

This became known when it was announced that James W. Stevens, president of the Illinois Life Insurance Company and president of the Hotel LaSalle Company, had purchased the Otto Young property for $2,500,000. The new hotel will be operated by the LaSalle company, of which Ernest J. Stevens, son of James W. Stevens, is vice-president and manager. It will be named the Stevens.

The hotel will have 3,000 rooms, which is 800 more than in the Pennsylavnia Hotel in New York which is the world's largest today; be twenty-five stories high, with a convention hall to seat 4,000 persons and an exhibition hall of 35,000 square feet. Work on the building will begin soon and it is expected to be completed within a year and a half.

Wm. Schroeder Dead.

We are sorry to report the death of Wm. Schroeder, who had been connected with the Minecke Mfg. Co. of Milwaukee, since its organization 1914, and prior to that was connected with the well known Meinecke Toy Co., importers of notions and toys, formerly located in that city for a period of 25 years. This means that Mr. Schroeder had been connected with the toy business as sales representative for a period of 30 years. Mr. Schroeder died suddenly of heart failure at Chippewa Falls while on his way to St. Paul.

"—!—!!—!!!"

Clergyman—"I brought back the second-hand car I bought from you last week. It is too obstreperous."

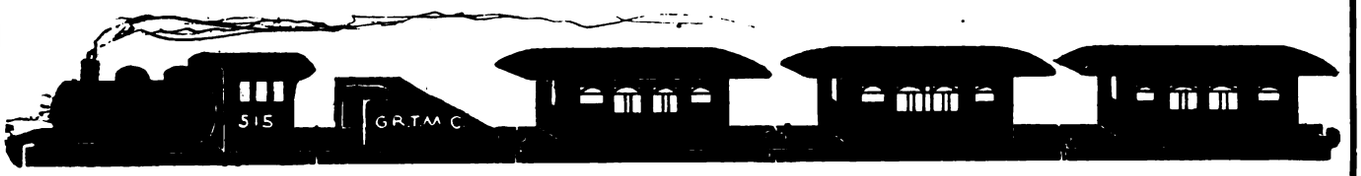
Dealer—"What's wrong? Can't you run it?"

Clergyman—"Not and stay in the ministry."—*Motor Life.*

Moonshine Visibility Test.

One moon—pretty good; two moons—the real stuff; no moon—wood alcohol.—*Life.*

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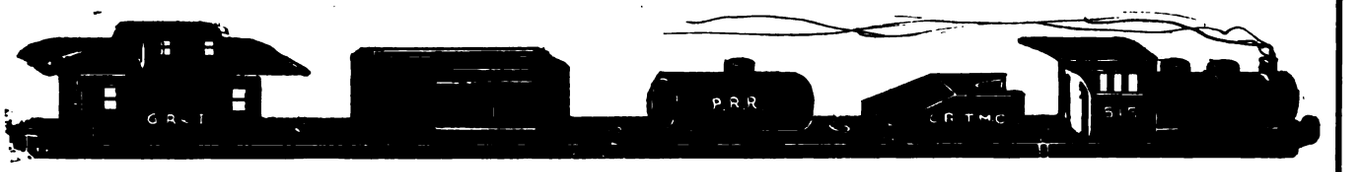
IF you had 3 MINUTES to CATCH YOUR TRAIN, WOULD YOU SPEND .007 of a SECOND to find another train which would save you time and money and yet give you better service? CERTAINLY YOU WOULD!

Then why not spend the same proportional time of the month in which you buy your year's supply of trains—JUST TWO MINUTES, to write us for a sample set of our new trains and convince yourself that it will sell better, cost less, and give better service than any other on the market.

MADE OF KILN-DRIED BASS WOOD—LACQUERED IN BRIGHT COLORS — PATENTED COUPLER

BOXED IN THREE SETS
NO WHEELS — IT GLIDES
WATERPROOF & UNBREAKABLE

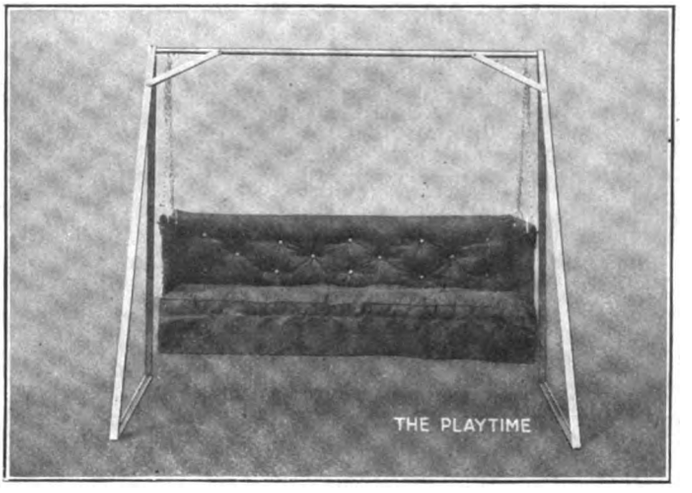
THE GRAND RAPIDS TOY MANUFACTURING CO., GRAND RAPIDS, MICH.



PLAYTIME SWING

The Greatest Novelty of the Season **Sales are Tremendous**
Quality is there and yet the price is unbelievably low

It Holds Three Children



Length of Seat 50 inches

The Playtime Swing and Standard comes complete in beautiful coverings. The back is adjustable and is full spring with separate mattress.

THE HARD MANUFACTURING CO., Buffalo, N. Y.

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And Now— Auto-Wheel Wagons with Disc Wheels



Just a new development to help you sell Auto-Wheel Coasters and Auto-Wheel Convertible Roadsters to boys. Following are six Auto-Wheel advantages:

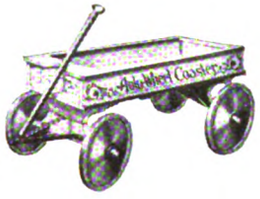
Auto-Type Disc Wheels —steel or rubber tires; also spoke wheels if desired. All wheels are interchangeable.

Bessemer Process Roller Bearings — self-contained, non-friction.

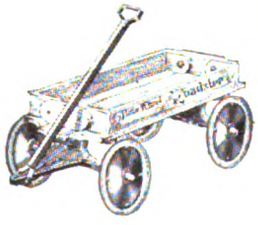
1000 lb. Carrying Capacity.

Cold Drawn Steel Axles.

Safety Brake. Hound Brace.



In addition boys are constantly helping you sell Auto-Wheel Coasters and Convertible Roadsters through the Auto-Wheel Clubs which we organize. Order your supply of Auto-Wheel Wagons today.



THE AUTO-WHEEL COASTER CO., Inc.
Dept. T, North Tonawanda, N. Y.

Permanent Toy Fair,
108 Chambers St., New York City.
1007 Coca Cola Bldg., Kansas City, Mo.
214 Maritime Bldg., Seattle, Wash.
Monadnock Bldg., San Francisco, Cal.

Auto-Wheel

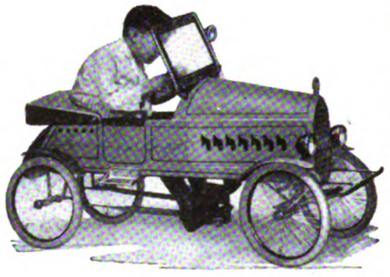
"Rundle" Quality

merchandise is going strong this season--

BACKED by a newly organized and incorporated company.

95 Patterns to Select From





WE own our factory, one of the largest in the in the juvenile vehicle business.

Now Working Overtime

IF you want to see the best Coaster-wagon made, order sample of

"RUNDLE" "GRA-HOUN" COASTERS





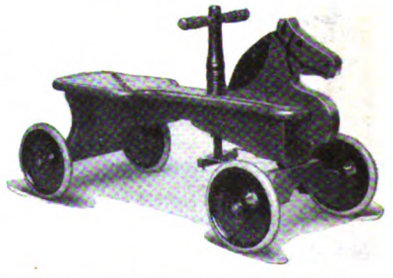
WE guarantee every item we make and you are perfectly safe in ordering

Direct From Our Catalog

Many New Improvements in Our 1922 Line.

ORDER our new No. 8-T Catalog—just off the Press.

Specify Early and You Will Not Be Disappointed



THE RUNDLE MFG. CO.
FREMONT, OHIO

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Is There Room for One on Your Counter?



This splendid full-of-value Assortment Box of Balloons requires only a small amount of space on your counter or show case but dealers the country over are making large profits from it.

You will not only benefit directly by displaying our No. 1 Assortment Box but the youngsters and parents alike will come to your store for other and more costly merchandise because they can also get good high grade toy balloons.

The No. 1 Assortment Box contains items of the highest grade and largest demand to sell from 1c to 5c with a total retail value in excess of $9.00. The margin of profit involved for you will be surprisingly pleasant.

Write for a descriptive card today so you can get this highly desirable Assorted Box on display as soon as possible.

Our folder B-10 illustrates in five colors the wide variety of toy balloons which we manufacture. Ask for it when replying.

The Maple City Rubber Co., Norwalk, Ohio

Manufacturers of Quality Balloons

Western Distributors: Priesmeyer & Co., 210 Odd Fellows Bldg., St. Louis, Mo.



EASTMAN LINE
Children's Furniture

ROLL TOP DESKS
SECRETARY DESKS
SCHOOL DESKS
TABLES, KITCHEN CABINETS, ETC.

OUR LINE SELLS ALL THE YEAR AROUND

SAMPLES WITH
Geo. Borgfeldt & Co.
The Owens-Kreiser Co.
Baker & Bennett Co.
Krebs, Stengel & Co.
New York and Chicago
Geo. P. Paine
G. E. Dalton Co.
San Francisco

EASTMAN MFG. CO.
UNION CITY, PA.

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NELKE
TRADE MARK

Soft Dolls

Pat. 9-28-20

Nelke Soft Dolls make wonderful window and counter displays. Their great individuality, cute hand-painted faces, and bright colors catch the eye. Place them where your customers can fondle their cuddly little bodies—once in your customer's hands, they're as good as sold!

Nelke Soft Dolls have no pins or buttons, can't break, or get out of shape, and are very light weight. The waterproof colors don't come off their faces.

Can be sold at attractive prices: sizes to retail from 50c up.

Ask your jobber or write us for samples and prices.

The Nelke Corporation 10th & Norris Streets, Philadelphia



The Nelke Family—bottom row, Little Nelkes—"Baby's first pal"

EAGLE BRAND TOYS

The Sign of the Best Toy Balloons

You're sure of brighter colors, stronger balloons, more attractive display cartons, and bigger rubber toy balloon sales if you get the genuine "Eagle Brand" goods.

You can get them in fast-selling display assortments, popular retail novelty package assortments, or in bulk.

Write today for samples.

"EAGLE BRAND" TOY BALLOONS

If your jobber cannot supply you order direct from us, giving jobber's name so we may arrange for him to serve you in the future. Don't put it off another day.

The Eagle Rubber Co.

The World's Largest Manufacturers of Toy Balloons

Ashland, Ohio

New York Office
35 Union Square West

This is the "Dolly Dare"—the most popular Toy Balloon Assortment in existence.

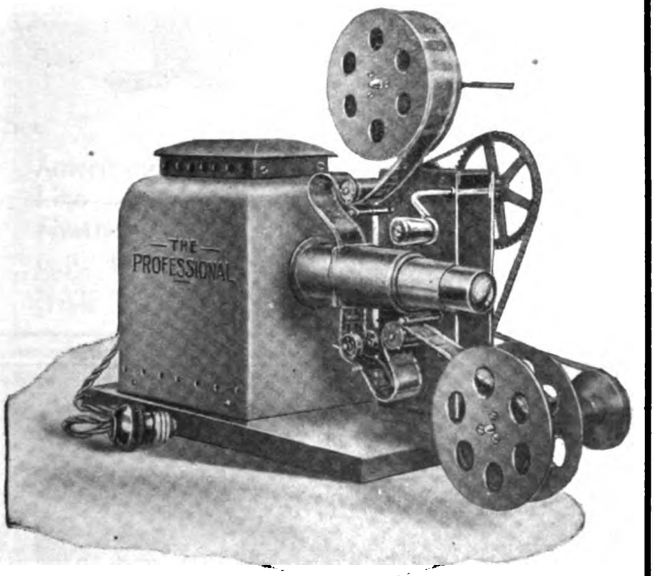


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A PROFESSIONAL
Home Moving Picture Projector
To Retail at $30.00
(Costs no more than a good grade toy machine)

When we say "Professional" we mean just that. Quiet in operation, easily operated, *flickerless* because of scientifically correct shutter, narrow or standard gauge film, approved by fire underwriters, *not an import model or an "assembled" machine but Our Own Factory's Latest Patented Product.*

(We make other models from $12.00 per dozen up.)



Base, 13 x 7 inches. Height, 13½ inches. Length, 18 inches

FEATURES

FRAME
Sheet steel. Built-up ratchet. Machine screws and nuts in a very rigid construction.

SHAFT RODS
Cold rolled steel, driving rod and crank shaft run in bronze bushings.

SPROCKETS
Built-up construction. Very rigid and strong.

SILENT CHAIN DRIVE

LAMP-HOUSE
Attractive design, rigid construction, well ventilated.

INTERMITTENT MOTION
Adjustable to take up if wear occurs.

LARGE, EFFICIENT REFLECTOR
And two large diameter, plano-convex condenser lenses.

FINISH
Body and lamp-house are dull black enamel. Shafts, rod-chain, lens tube, and film guide are nickel. Base, mahogany, highly finished.

A. B. CUMMINGS
53-59 Falmouth St. Attleboro, Mass.

Send for your copy of this valuable book. It costs you nothing

Here is a new 32-page booklet, just off the press, which we have prepared for free distribution among the technical men interested in finishing as well as for those engaged in lacquer departments. This booklet answers 250 practical lacquer questions and tells how every recognized difficulty can be overcome. Every man confronted with finishing problems will find this booklet a valuable reference. It will prove an asset every working day in the year.

All practical, progressive lacquer men want this booklet. Have you written for your copy? If not, do so today. It will gladly be mailed you absolutely free.

ZELLAC

Lacquers and Lacquer Enamels



Thru two generations the name Zeller has stood for the utmost in lacquers and lacquer enamels for every conceivable purpose or finish. There are none better.

We have been instrumental in assisting many manufacturers to obtain better finishes at less cost. We can do the same for you.

ZELLAC

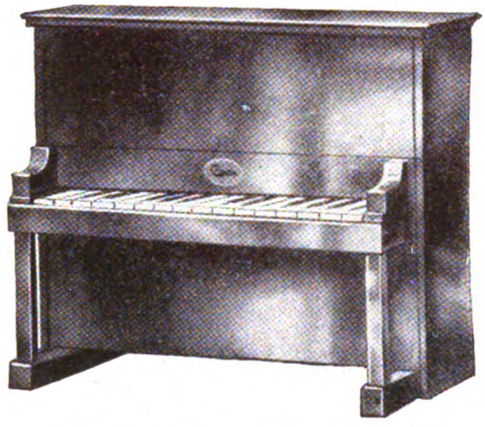
ZELLER LACQUER MFG. CO. – 342 MADISON AVE. NEW YORK

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THE N. D. CASS CO., Athol, Mass.

New York Salesroom, 412 at 200 Fifth Avenue

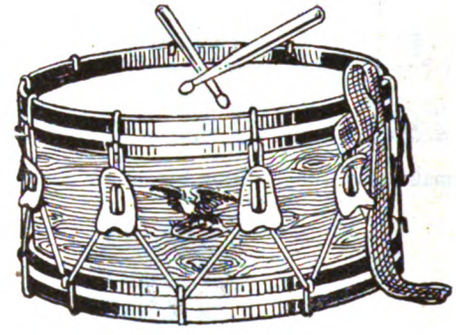
TWO OF OUR LEADERS



CASS PIANOS

WITH IVORY KEYS

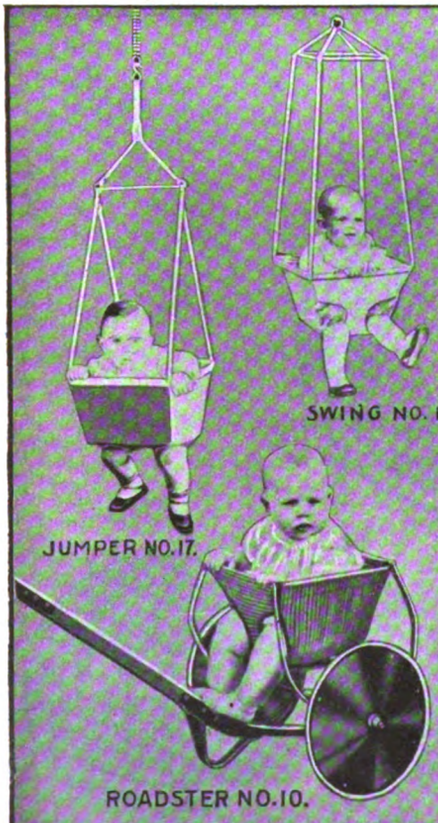
Patented construction insures perfect action and durability.



CASS DRUMS

Unbreakable. Waterproof. Ebony finished sticks. Can be tuned like regular high priced band instruments.

ROCK-A-BYE
NURSERY ACCESSORIES











PERFECTION MANUFACTURING CO. ST. LOUIS MISSOURI.

LEFFINGWELL AVE. AND MONTGOMERY STREET.

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Three Factories

Main Office, Toledo, Ohio

The American-National Company

Let American Vehicles Increase Your Profits

Display these nationally advertised juvenile vehicles in store or window. They draw the kiddies and grown-ups into your shop, and practically sell themselves. All you need to do is order the complete line and figure your profits.



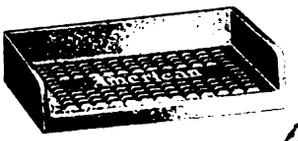
THE American LINE
THE LINE BEAUTIFUL

Nationally Advertised

Known Around the World



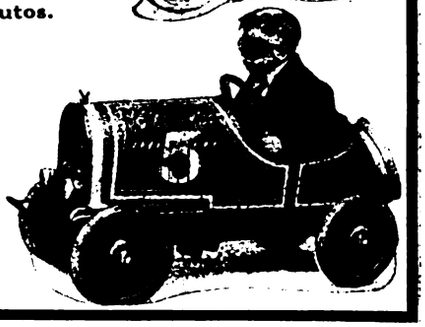
See American Line First— Sells Itself



Another Distinctive American National feature: Aluminum step for Sport Fender Model Autos.







N·D·Q·

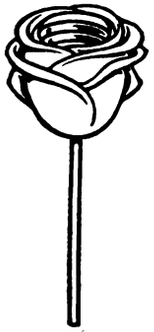
BIRTHDAY CAKE CANDLE HOLDERS

LARGE AND SMALL

—

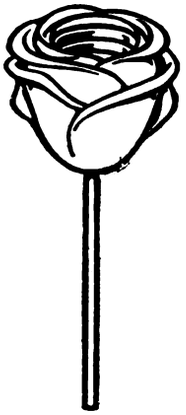
100 IN A BOX

PACKED ASSORTED OR ONE COLOR IN A BOX



Small Size





Large Size

SIX COLORS

PINK
RED
WHITE
YELLOW
BLUE
GREEN

CORRECT IN EVERY DETAIL

RECOGNIZED BY LEADING JOBBERS AND RETAILERS AS THE STANDARD PACKAGE

DISTRIBUTORS:

W. A. Duffy	20 East Randolph St.	Chicago, Ill.	Strobel & Wilken Co.	61-65 West 23rd St.	New York City
Owens-Kreiser Co.	31 East 17th St.	New York City	Carl Silverman	50 East 13th St.	New York City
Bleeman-Seabrey Co.	11 Union Square, W.	New York City	Louis Wolf & Co.	890 Broadway	New York City
Edwin E. Besser Co., Inc.	35 East 19th St.	New York City	Louis Wolf & Co.	106 Pearl St.	Boston, Mass.
B. Illfelder & Co.	29 Union Square, West	New York City	Cardinell-Vincent Co.	577 Market St.	San Francisco, Cal.
John A. Petri	22 East 21st St.	New York City	M. Seller & Co.	Portland, Ore., Seattle and Spokane, Wash.	

N·D·Q· SPECIALTY CORPORATION

572-576 LIBERTY AVENUE BROOKLYN-NEW YORK

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BUSINESS AS IT ACTUALLY IS.

TWO retailers the other day were discussing "the business situation" which has taken the place of the weather as a topic for conversation. One expressed the hope that these "hard times" soon would makes themselves scarce.

"You mean, of course," his friend replied, "that you want things to get back like they were a couple of years ago, when people were almost begging you to sell them merchandise, regardless of price. You got things practically without effort then, and apparently can't reconcile yourself to the necessity of doing some tall hustling now. The truth with you, Bill, is you have lost your sense of proportion. Times are not hard. But you have to watch your step. You have to have a better assortment of merchandise. You must watch your prices closer. You must give all the service the traffic will stand—and a little more, if anything. You have to be everlastingly up on your toes, fighting all the way."

This is an expurgated edition of the dealer's pronouncement against "hard times." But it is sufficiently forcible to get its point over. It is the plain truth, tersely told. It is about the best editorial on the "business situation" that can be written, and so we are passing it along to our readers, allowing them to make their own application.

Ouch!

Prof.—"Do you know where shingles were first used?"
Frosh—"I'd rather not tell."—*Burr.*

TOY MFGRS. OF U. S. A. IN 5TH AVE. BUILDING

The Toy Manufacturers of the U. S. A., Inc., have moved their offices from the Flat Iron Building, New York, to the Fifth Avenue Building. They are now comfortably located in fine quarters on the fourteenth floor. F. H. Dodge, the secretary, is in charge. This move makes the Fifth Avenue Building more than ever the headquarters of the toy trade.

PLAPHONE GOES BIG

The Gong Bell Manufacturing Company, East Hampton, Conn., who brought out the fast-selling toy, the "Plaphone-600" which was one of the big sellers of 1921, reports that this toy is still going strong and proving just as popular with the kiddies and grown-ups as ever. The sales last year exceeded any expectations—totalling over 1,000,000 Plaphones.

The popularity of this item has attracted many imitators but the constant improvements which are being made on the Plaphone keep it far ahead of all others. The company has continued to improve the quality and finish without adding to the selling price, and is now supplying this toy telephone with rotary stroke bell, in black and rubberoid finish and in handsome enamels of red, green, blue, pink and white. All metal parts are highly nickeled, and the toy is equipped with a bright green mercerized cord. The latest added feature is the green felt base, which makes the toy appear still more like a real telephone and adds greatly to its general appearance. This improvement eliminates the scratching of furniture and does away with any sharp edges. The "Plaphone" is the original toy of this kind it is stated. The company also manufactures a large line of other bell toys and bells. A catalog showing the complete line will be sent free on request.

For the Buyer's Convenience

Clients of The Fifth Avenue Building are **selected** with a view to bringing together under one roof the leading representatives of a limited number of lines. The arrangement works to the advantage of both the occupants of the offices and the thousands of buyers who visit them every season. It is a distinct convenience to the buyer to find the salesrooms of the firms he wants to call on grouped so closely together.

The Fifth Avenue Building has thus become virtually the New York headquarters for Toys and Novelties.



"More than an office building"

THE FIFTH AVENUE BUILDING
Broadway and Fifth Avenue at Madison Square
NEW YORK

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SEND FOR 1922 CATALOG

FIFTEEN VARIETIES

TINKER TOYS

SEE THE NEW ONES

THE TOY TINKERS · EVANSTON · ILL.

NEW YORK SALES OFFICE 200 FIFTH AVE.

THE CAR WITH THE ENGINE!

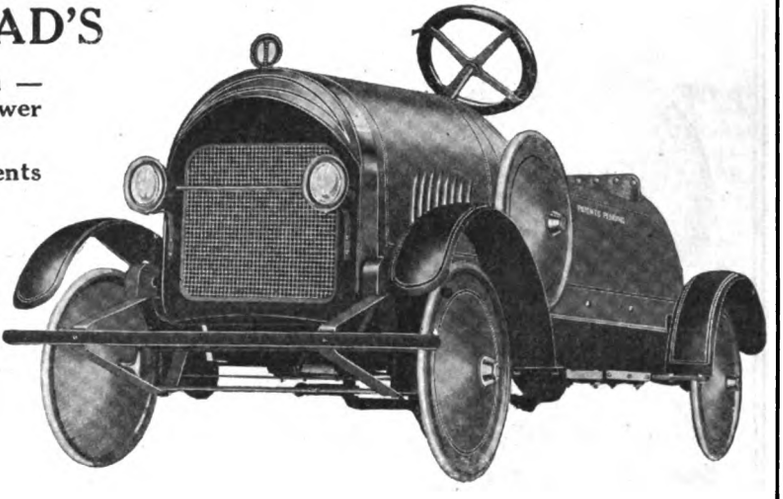
RUNS JUST LIKE DAD'S

The Valves Bob Up and Down —
But the Child Provides the Power
MADE IN 12 SIZES
To Meet All Price Requirements

The sensation of the New York Toy Fair, will block the traffic in front of your store.

Just connect the Free Running four-cylinder engine to any electric motor, put the car in your window and watch the result. Every youngster will want one.

The Engine, which is connected with the driving mechanism, is a replica of a regular engine with cam shaft, fly wheel, fan and fan belt, tappet valves and wired spark plugs.



ATTRACTIVE FEATURES

Gracefully designed, beautifully finished in colors, upholstered throughout, disteel wheels with rubber tires (one extra provided), ventilator in hood, bumper, wire mesh on front of radiator, gas control on steering wheel, excellent horn, gear shift, compartment back of seat, motometer, speedometer, clock, and self-starter that actually turns over the engine.

DURABLE FEATURES

Roller bearing throughout, including rear axle support and compound leverage in driving mechanism which runs 50% easier than any other car made.

Pedals adjustable for all ages.

All Cars Sold with or without Electric Lights
Order One for Your Window and You'll Order the Line

THE OHIO METAL WHEEL CO., Inc.

T. M. Vaughan, Pres. ***Full Information on Request*** **WAYNESBURG, OHIO**

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FRED K. BRAITLING

Perfection in Doll Necessities

"50 Years of Knowing How"

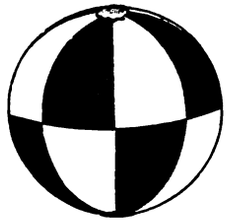








Real Hair and Mohair Wigs in all Fashionable Styles.



Doll Shoes, Slippers, Sandals, Stockings.

HOUSE BALLS

Dolly Dimple (patented) Repair Elastics, in all sizes for restringing dolls, from 10 inches to 48 inches.

Factory

BRIDGEPORT, CONN.

New York Salesroom
200 Fifth Avenue

MOHICAN BALLOONS



The original, easily handled, quick sale, profit-getting side line.

Mohican Balloons are noted for their snappy, bright colors, uniformity of thickness and length of necks, and unusually high quality. They may be handled with little trouble, no comebacks and quick repeat sales.

The Mohican 1922 line offers a variety of sizes and shapes to meet every requirement and price. Quantity production guarantees you immediate deliveries.

Air and Gas Balloons
Squawking Balloons
Valve Balloons
Novelty Balloons
Advertising Balloons
Envelope Assortments (10c Retail)
Box Assortments (25c Retail)

Descriptive catalogue, our 1922 price list, and samples gladly sent at your request. Let us prove Mohican Balloons are better.

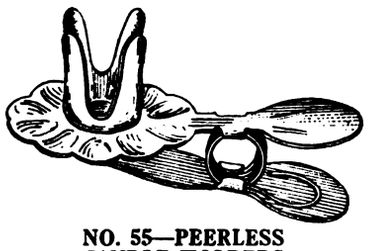
The Mohican Rubber Co.

220 Miller Street
ASHLAND OHIO

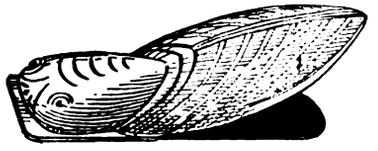
Canadian Representatives, EVANS & CO., LTD.,
247 St. Paul St., West, Montreal, Canada

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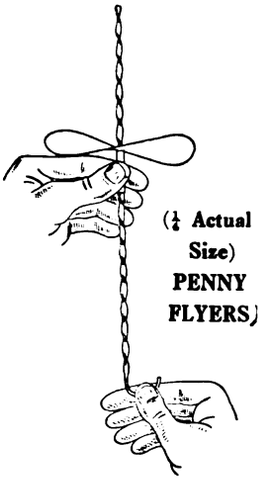
ESTABLISHED 1852



NO. 55—PEERLESS CANDLE HOLDERS



LOCUST SNAPPERS



(½ Actual Size) PENNY FLYERS



NO. 100—TWISTED TREE WIRES (½ Size)



FROG SNAPPERS

Frog and Locust Snappers Are Packed in 25 and 50 gross packages.

All prices for Christmas Merchandise are guaranteed against decline during 1922. Prices on Year 'round items guaranteed up to date of shipment.

Buyers are urged to place their 1922 orders for our merchandise at once.

Catalog SAMPLES and PRICE LIST sent on Request

THE KIRCHHOF PATENT COMPANY

30-32 Stirling Street, Newark, N. J., U. S. A.

The N. N. HILL BRASS CO.

EAST HAMPTON, CONN.

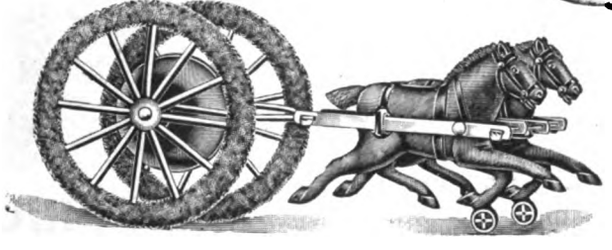
Boys' Driving Reins



Call Bells



Parlor Chimes



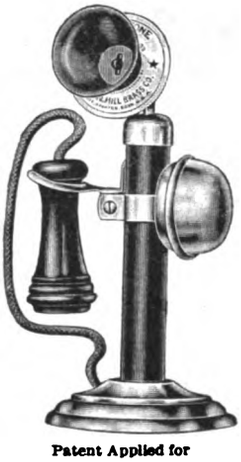
Bell Rattles



Tea Bells



Bellphones



Patent Applied for

A Toy Desk Telephone with two-inch diameter rotary electric stroke bell and sanitary transmitter mouthpiece. All parts polished and highly nickel plated, except-ing receiver, standard and mouthpiece, which are improved rubber enamel finish.

Movable transmitter adjustable to any position. Connecting cord made from spring and holly green yarn interwoven.

To clean the mouthpiece simply unscrew it from the transmitter and after sterilizing in boiling water screw into position again.

Moral:—Buy the Bellphone and save the Kiddies.

Representatives: RIEMANN, SEABREY CO., 11-15 Union Square, N. Y.
GEO. P. PAINE, 718 Mission St., San Francisco, Cal.

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FORGET ABOUT THE MAGIC.

WHEN a retail store begins to lose its grip, or encounters what may seem to be more than its fair share of difficulties, a common plan is to look around for some new idea or scheme that can put it on its feet again. You see a great deal of this in these days when sales have to be fought for on an unprecedented scale.

Every retailer—yes, and while we are about it we shall extend the principle to include every manufacturer—ought to realize that there is no such thing as magic in business. If a concern is in the dumps, the thing to do is not to look around for any scheme or plan, but rather to apply the tried and true principles that have made good as long as there has been such a thing as business. If sales lag, there is something the matter. The prices may be too high, the advertising may be insufficient or of the wrong kind, the stock may not have been kept up, the store may not have been kept up, the store may not have in stock a sufficient variety of merchandise. There are any number of things that can be the matter.

Why look around, then, for a plan or a scheme? The thing to do is to find the trouble and then fix it.

There is not a thing magical about business or advertising. It is the plainest, most matter-of-fact thing in the world. If you have a thing to sell, and if the quality and price are right, then you can tell the people about it by advertising and you will sell it. There is nothing fairy-like about such a proceeding as this. It is almost ridiculous in its simpilicity and nearly ugly in its plainness.



THESE new Rubber Toy Balloon Novelties are the fastest 10c sellers ever offered. Children and grown-ups buy them on sight. Packed in attractive individual envelopes, 36 to box. **Ask for FREE samples and prices at once.**

TOY BALLOONS OF EVERY KIND

The wonderful OAK line offers Toy Balloons of very finest quality in every conceivable color, size and design. Each balloon tested and **fully guaranteed.** They build big sales and handsome profits—write today for samples.

OAK RUBBER INFLATED BALLS
Attractive, well-made balls of "live" rubber in popular sizes, styles and colors, that retail for 10c, 15c, 20c and 25c. Good bouncers, inflated by a special process which makes them stay inflated for months. Get our samples and prices.

The Oak Rubber Co.
RAVENNA, OHIO

Wonderful Mechanical

HULA-HULA DANCER



$18.00 Per Dozen

PATENTS PENDING

The addition of this novelty to your Doll Department will work wonders with your sales totals.

PROGRESSIVE TOY CO., Inc.
MANUFACTURERS
102-106 WOOSTER STREET NEW YORK

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SUMMER GIFT SHOPS

Stock yourselves with new clean merchandise and you will have a successful season. People tire of the same old toys and for this reason we have stocked new and easy selling TOYS, DOLLS and NOVELTIES.

Write us or call and see us, letting us help you in your selection.

FOULDS & FREURE, Inc.

83 Chambers Street **New York, N. Y.**

Cable Address "Kelhetter" Code Used A B C 5th Edition Improved

FAVORS, TOY & NOVELTY IMPORTING CORPORATION

31 East 17th Street, Unicn Square
Telephone Stuy. 9890
NEW YORK, N. Y.

You are cordially invited to visit our showrooms to inspect our large and varied lines of imported

Dolls, Favors, Novelties, Toys, Etc.

Our prices defy any legitimate competition.

Deliveries guaranteed.

Don't fail to look over our lines before placing your order.

"RITE" RATTLES FOR RIGHT BABIES



Send for $25.00 Assortment of

SANITARY RATTLES

to retail at 25c, 35c and 50c—Quick Sellers—Good Profit

Leo Morse, Inc. 119 West 42nd St., N. Y.

A Matter of Economy

The MARTINIQUE

IS GLAD TO ANNOUNCE REDUCED RATES

SOMEONE must take the initiative in making it possible for people to travel and spend less money—now that there is less money to spend.

So, hand in hand with Hotel McAlpin which recently announced its reductions, the Martinique—just across the street and under the same management—becomes a leader in lowering hotel tariff.

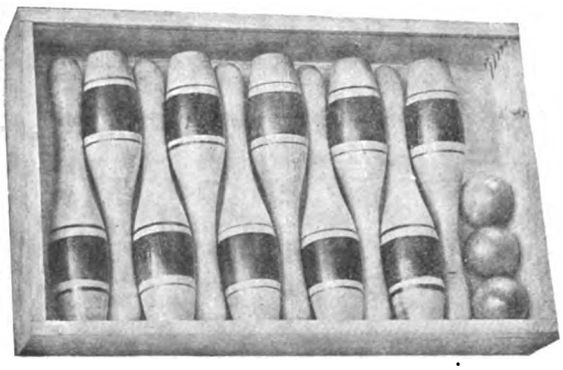
This is setting an advance style, as it were, for there has not been an appreciable reduction in the cost of running a large New York hotel. If, however, the public esteems the spirit in which it is done, as much as the management of the McAlpin and Martinique appreciates its patronage, then indeed, is it worth doing.

At the Martinique the new prices are: $3.50 up for room and bath; $2.50 for room without bath.

The MARTINIQUE

Broadway, at 32nd St., New York
Frank E. Jago, Resident Manager

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TOYS THAT BRING GOOD TIMES

BO-HO TEN PINS
Made in 3 sizes
Attractively striped in colors
Each set packed in subsantial WOODEN BOX

TRADE MARK
Wizard Bubble Blower
PATENTED
Blows Multiple Bubbles within Bubbles

Made in 2 Sizes
WIZARD retails for 10c **JUNIOR retails for 5c**
Attractive proposition to jobbers and selling agents
Write for descriptive circular and prices
We manufacture special doll and toy parts of all kinds

BOGERT & HOPPER, Inc. **71 Barclay St., New York**



"Little Bo Peep has lost her sheep
But Red Riding Hood will help to find them."

The above are two of the Mother Goose Series —part of our 1922 line of 35 gaily colored Novelty Dolls, each one an interesting original number.

Rees Davis Toys are popular alike in Gift Shops, Toy and Infant Departments.

NEW PRICES VERY LOW
Ask for illustrated catalog.

Rees Davis Toy Company

512 So. Wabash Avenue **CHICAGO**

Clausen & Company

IMPORTERS

315-17 W. Redwood St. **BALTIMORE, MD.**

SUMMER TOYS

CHEAP IMPORTED GOODS
ACTUALLY IN STOCK

Toy Canoes	**Rattles**
Row Boats	**Tops**
Sail Boats	**Sand Toys**

MOUTH ORGANS and ACCORDIONS
JAZZ MONKEYS **FUR NOVELTIES**

OUR LINE OF

HOLIDAY GOODS

IS NOW READY

Prompt shipment ex stock



There are more BUTLER DOLL-STANDS in use than all other makes combined

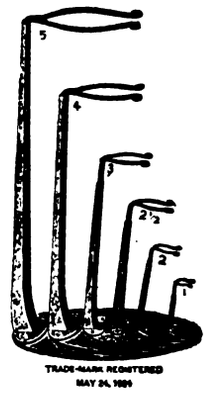
WHY?

They can be quickly and easily adjusted.
They are **DURABLE** and therefore **ECONOMICAL.**
Stands sold **TWENTY YEARS** ago are still in use.

Made in Six Sizes for dolls from 3½ to 42 inches in height.
FOR SALE BY JOBBERS

BUTLER DOLL STAND COMPANY

Dept. F, 208 South East Ave., OAK PARK, ILL.



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OUR NEW RIFLE

IT SHOOTS THE HARMLESS RUBBER-TIPPED ARROW



Beautiful in Design and Finish of Stock
Will Shoot a Long Distance With Accuracy

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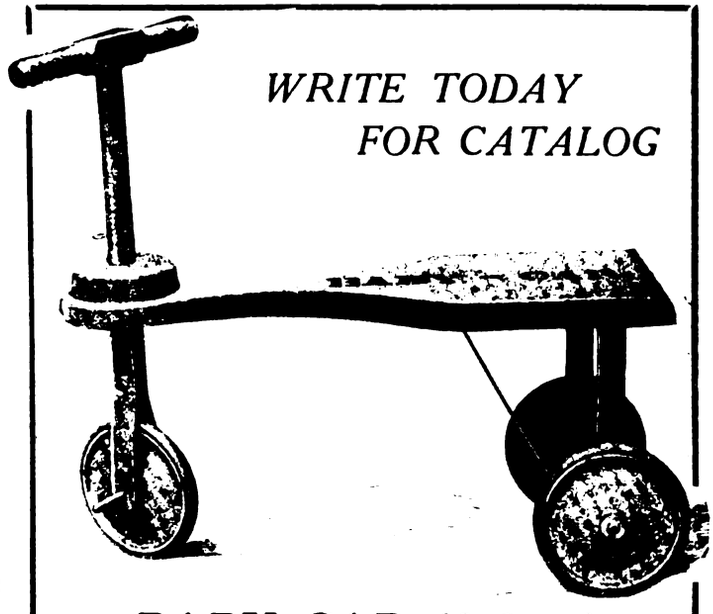
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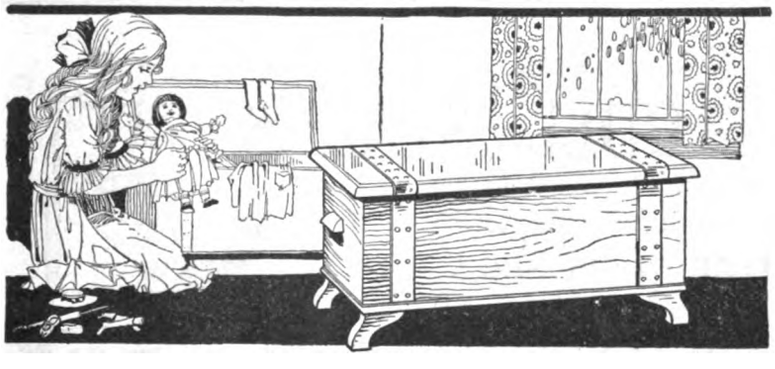
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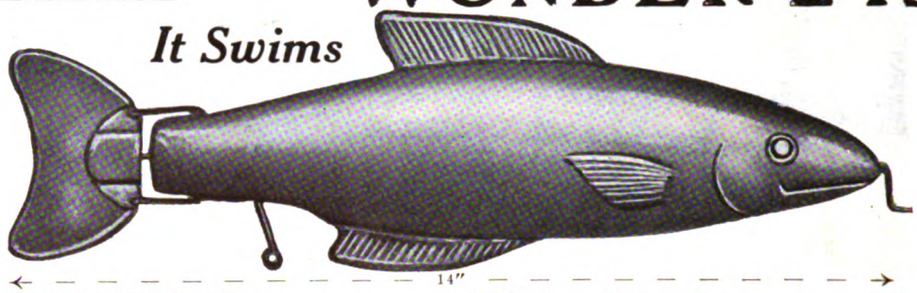
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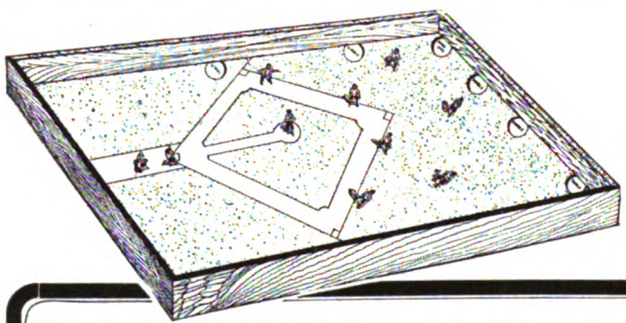
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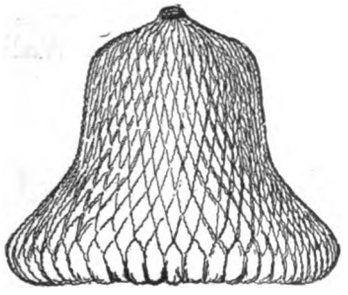
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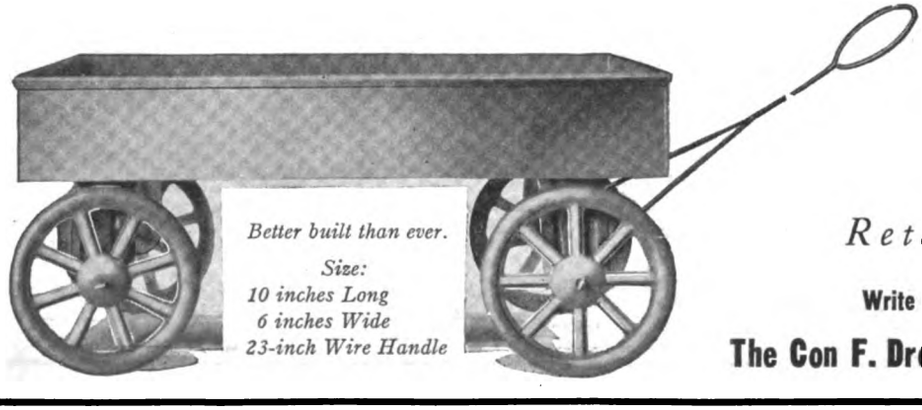
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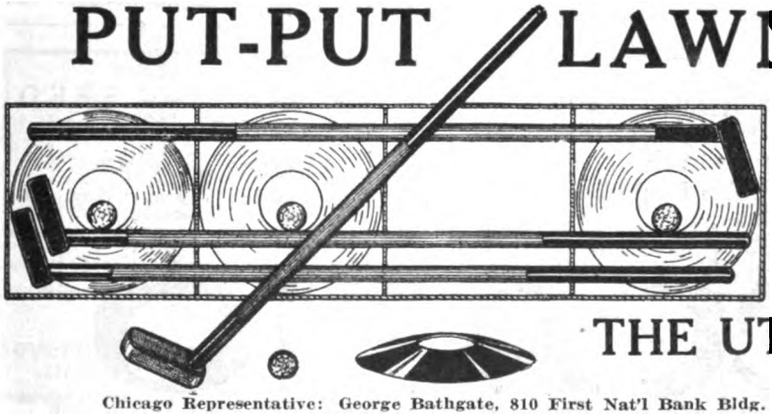
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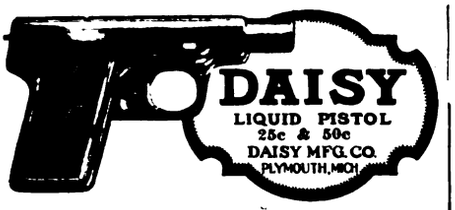
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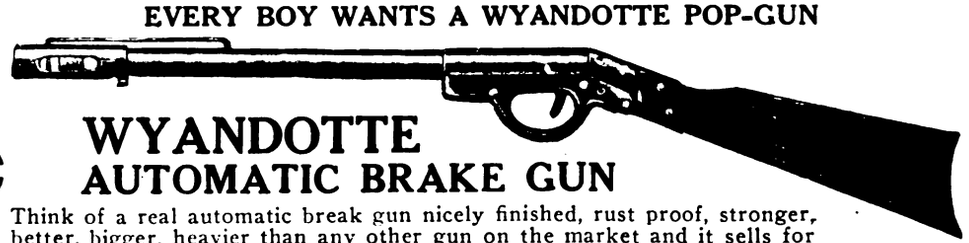
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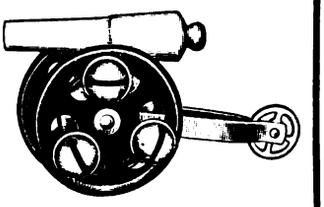
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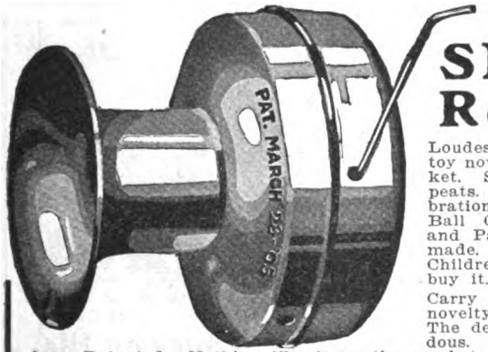
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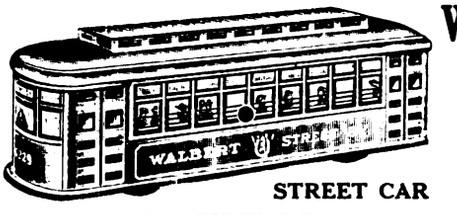
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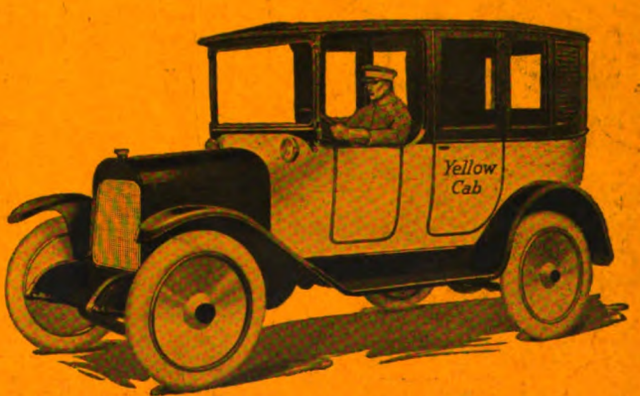
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Entered as second-class matter, December 21, 1914, at the postoffice at Chicago, Illinois, under the act of March 3, 1879.

VOL. 19 | CHICAGO, JUNE, 1922 | No. 6

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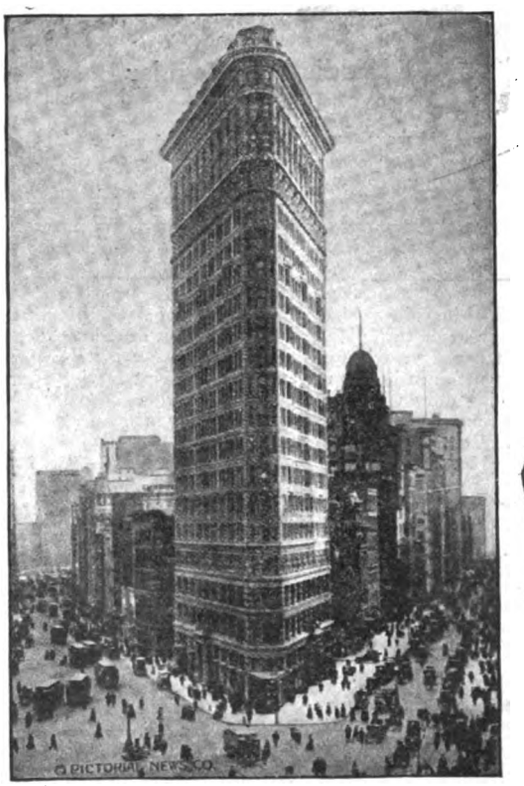
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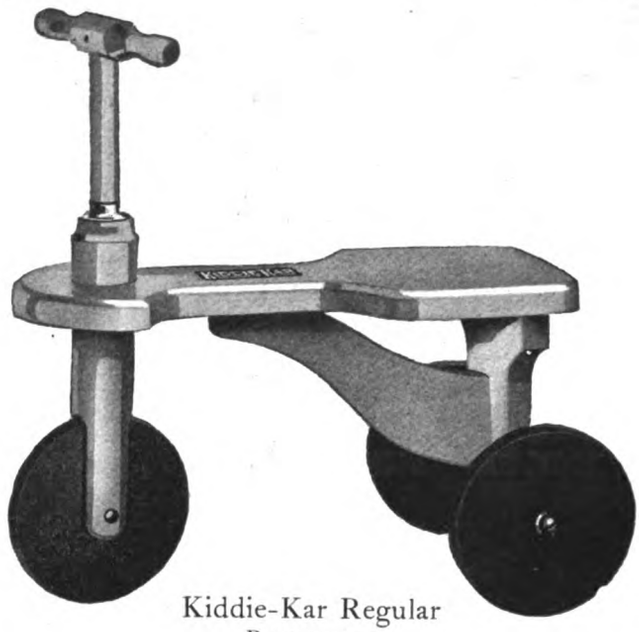
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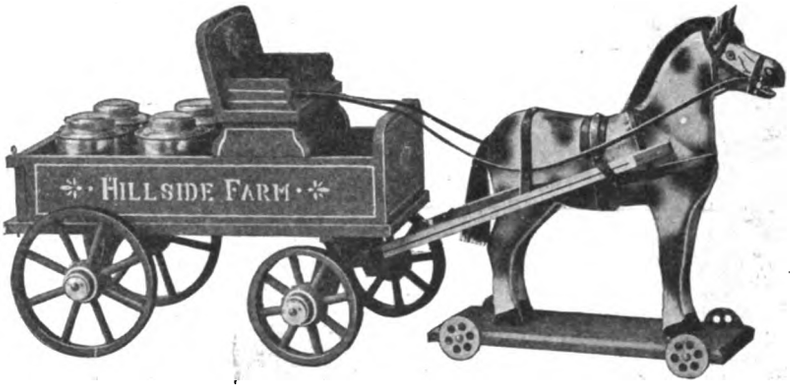
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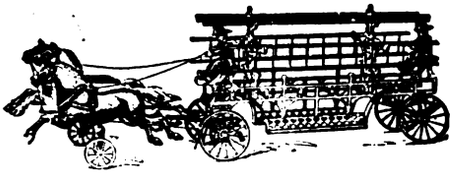
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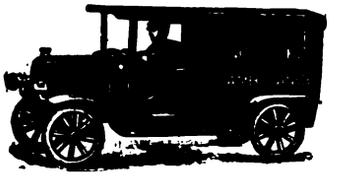
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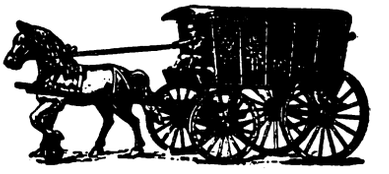






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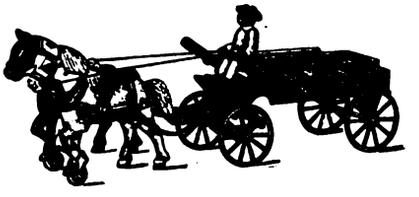


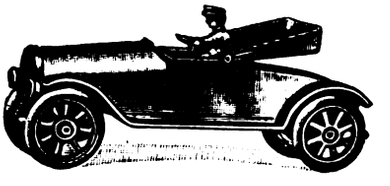














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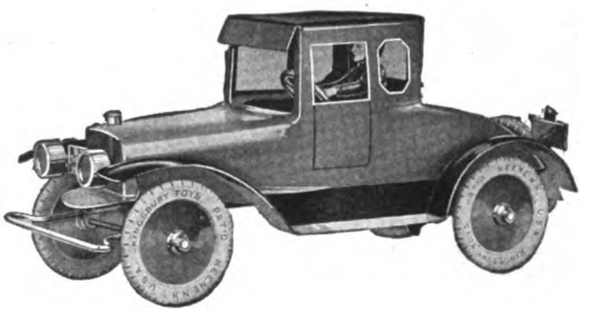
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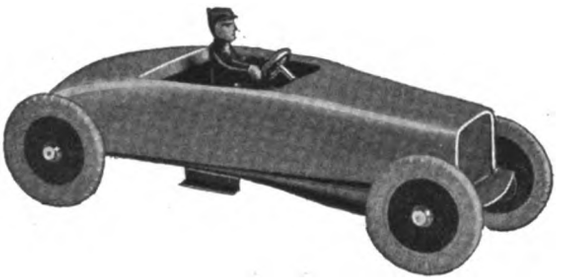
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ADVENTURES OF DOLLY DUMPLING

The Baby in the Case!



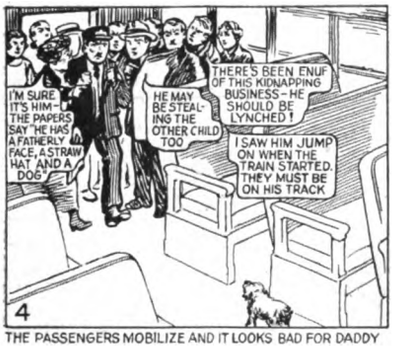
EFFIE AND HER DAD ALMOST MISS THEIR TRAIN



THE MORNING PAPERS REPORT A BABY KIDNAPPED



A SUDDEN TURN BRINGS DADDY UNDER SUSPICION



THE PASSENGERS MOBILIZE AND IT LOOKS BAD FOR DADDY



DOLLY DUMPLING SPEAKS UP AND SAVES THE SITUATION!



Beautiful Dolls

always appeal to your customers and profits appeal to you.

The *Effanbee* Line covers both. See that your assortment of these fine dolls is complete.

Effanbee

The Walking Doll with the Human Voice

THEY DANCE - THEY SLEEP

DELIVERY GUARANTEED

THEY WALK - THEY TALK

Fleischaker & Baum

45 East 17th Street - NEW YORK

NO. 272

A Handsome Doll

with crying voice

Size 14 inches

Unsurpassed for Quality and Finish

300 Other Models

Send for Samples



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Here Are
Popular Priced Goods
to Help
Boost Your Sales

RUBBER BALLS DOLLS
TOYS RATTLES

See our Complete Line

For over seventy years we have sold dependable merchandise.

Balls, Dolls, Toys and Rattles, every shape and size.

WE'VE GOT THEM ALL

Made by the largest and oldest company.





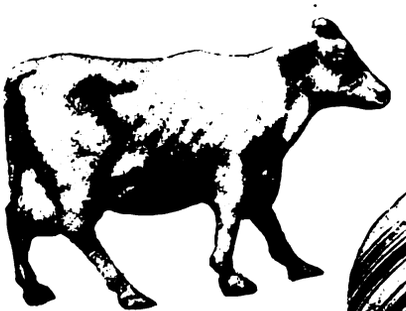
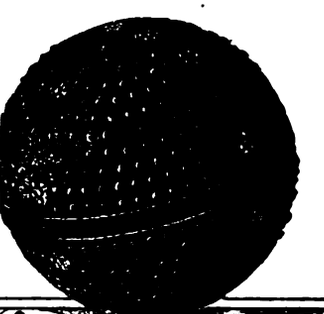
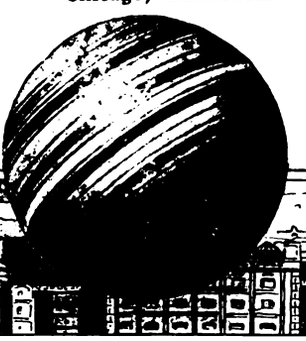
New York Rubber Co.

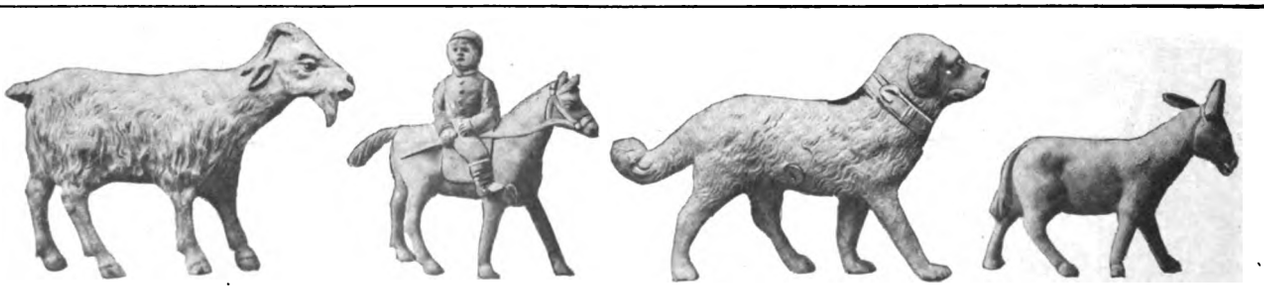
Incorporated 1851

84 Reade Street, New York City

Chicago, Salesroom 323-5 W. Randolph St.

Price List to Jobbers on request



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HORSMAN "MAMA" DOLLS

THEY TALK AND WALK

WITH LLOYD PATENTED-GUARANTEED INDESTRUCTIBLE VOICE



HORSMAN "DELIVERS THE GOODS"

Send for Catalogue

E. I. HORSMAN & AETNA DOLL CO.

15 UNION SQUARE WEST **NEW YORK**

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What one *"American Flyer"* No. 1250 *Transformer* will do

Here is a wonderful picture taken at the Francis Parker School, Chicago. The pupils use *"American Flyer"* Electric Trains and Equipment in the study of *Physical Geography and Applied Economics.* Freight is routed across the continent and local freight is switched at different points. Both trans-continental and local passenger trains are run to familiarize pupils with the more important railroads. THE ENTIRE SYSTEM AS SHOWN IS OPERATED WITH ONE *"American Flyer"* NO. 1250 TRANSFORMER.

Write for our new four color CATALOG

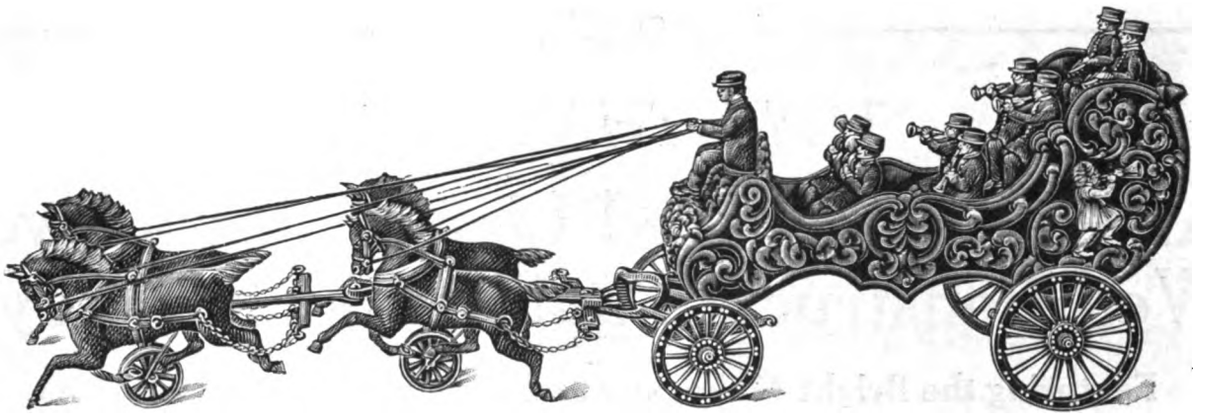
Made in America
American Flyer
"The Trains with the Guarantee" Registered U.S. Patent Office
MINIATURE RAILROADS
"The Toy for the Boy"

Send for our Backyard Railroad Window Displays

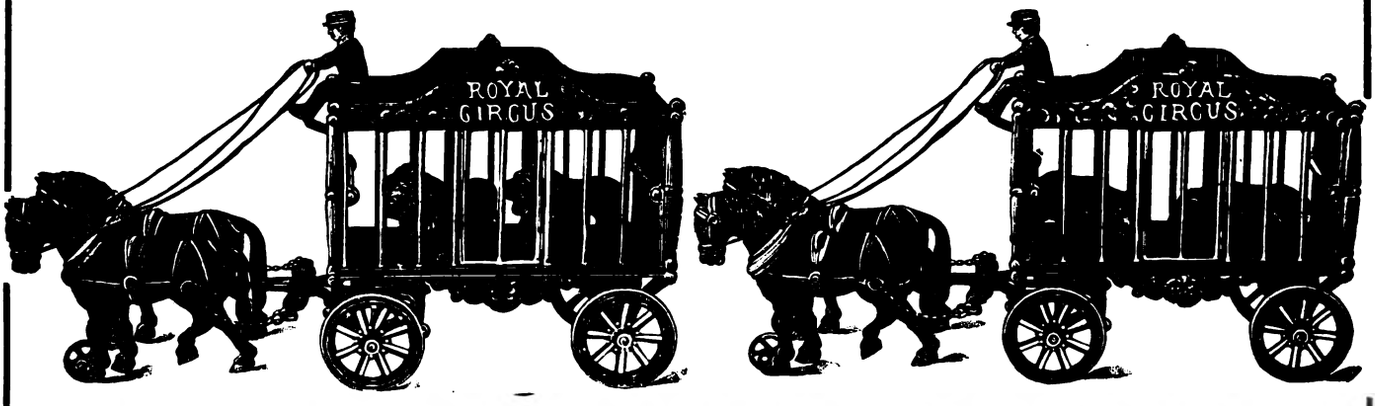
Have you made your Summer Display of "American Flyers" for the boys who are building Backyard Railroads?

American Flyer Mfg. Co., 2219-39 So. Halsted St., Chicago

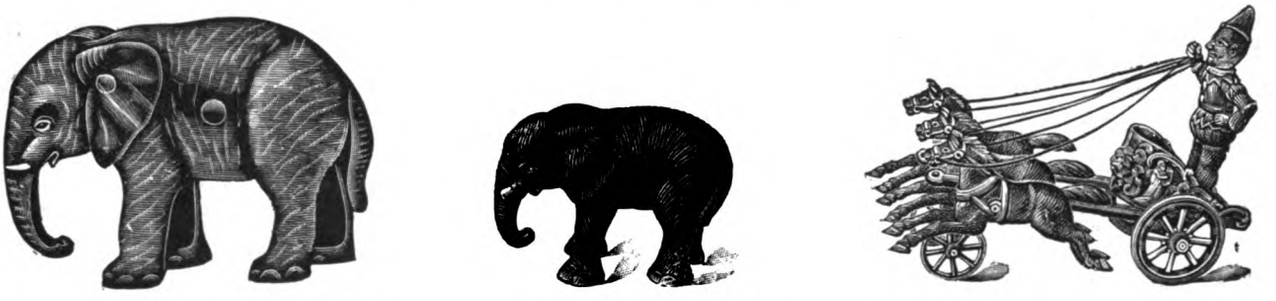
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The Hubley Circus Has Arrived



Attractive---Something New---Unbreakable



Twenty-Five Circus Toys in Cast Iron

Makers of All Kinds of Iron Toys

THE HUBLEY MANUFACTURING CO.

LANCASTER, PA.

DIRECT REPRESENTATIVES
The Owens-Kreiser Co.
31 East 17th St., New York

DIRECT REPRESENTATIVES
The Strobel & Wilken Co.
61-65 W. 23rd St., New York

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"Falcon"

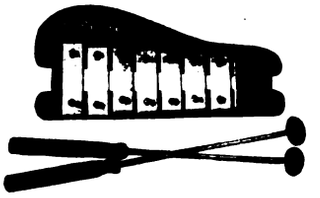
TOYS THAT LAST

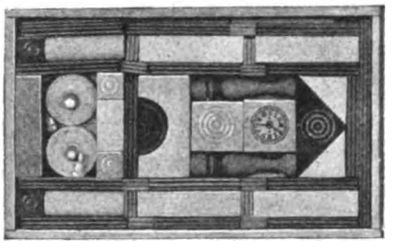
An Old Established Line of Attractive, Well Constructed and Appealing Toys

Featuring the Bright Mahogany and Rosewood Waxed Finishes

Pianos—Metallaphones—Blocks Blackboards—Tool Chests








NOTE Before you buy your toys this year visit any of our Permanent Display Offices or, if unable to do so, write us and we will give you the complete catalog, illustrations and price information, and submit samples if you so desire.

The Complete "Falcon" Line Permits of Variety Without Overstocking

AMERICAN MANUFACTURING CONCERN

Factory Established in 1807

FALCONER, NEW YORK, U. S. A.

New York Office: 200 Fifth Avenue **Chicago Office: 115 South Dearborn St.**

SALES AND DISPLAY OFFICES

200 Fifth Avenue, Room 806, Fifth Avenue Bldg., New York City
115 South Dearborn St., Room 1006, Adams Express Bldg., Chicago, Ill.
Owens-Kreiser Co., 31 East 17th Street, New York City
Geo. E. Dalton Co., Los Angeles, San Francisco, Denver, Seattle

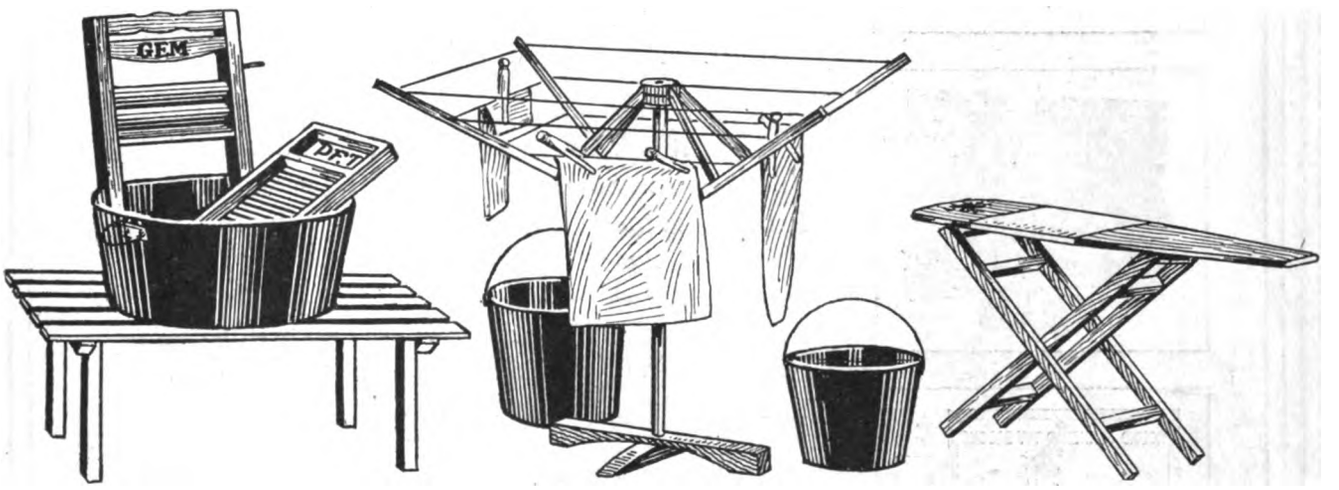
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WASHRITE LAUNDRY SETS

The Biggest and Best Value Ever Offered

Liberal Margin of Profit for Jobbers and Retailers



An eight piece set
"The Picture Tells The Story"

Washrite FIBRE Tubs and Pails only in Washrite Laundry Sets



Morton E. Converse & Son Co.

Factory:
Winchendon, Mass.

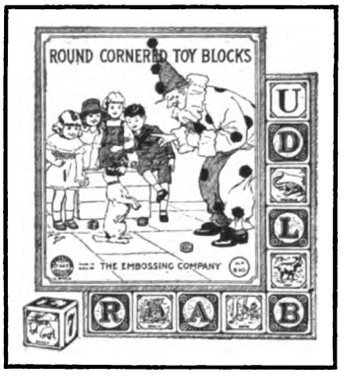
N. Y. Salesroom:
200 Fifth Avenue, Room 254

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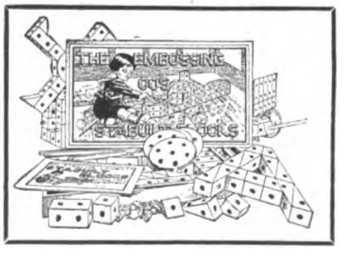
THE EMBOSSING COMPANY, ALBANY, N.Y.











"TOYS THAT TEACH"—THE BACKBONE OF MOST TOY DEPARTMENTS.

We want you to see for yourself our wonderful line of *"Toys That Teach."* See our *Toy Blocks* from painted blocks in nine colors to our natural finish burnt wood blocks; over seventy items to choose from, including a full line of *round cornered blocks*. Then come *Stabuilt Blocks* and *Color Cubes*, standard instruction items in schools, *Architectural Blocks, Bend-i-kins* and *Modelling Sets*. Our *Dominoes* and *Checkers* are known everywhere. Surely this is a good substantial line, a line just right for your store.

We want every dealer in the country to know the advantages of the Embossing Company's Line *"Toys That Teach,"* so you can judge for yourself just what a high quality line ours means to you and your trade. We will gladly make up a $10.00 assortment of samples and send to your address express prepaid. Inspect the samples, put them on sale, and see just what our line will do for you.

Catalog will be sent promptly if you prefer to make your own sample selection.

STABUILT BLOCKS - A B C BLOCKS - BUILDING BLOCKS
SPELLING BLOCKS - COLOR CUBES - DOMINOES
CHECKERS BEND-I-KINS - and other specialties

Fifty-two Years of Honorable Service

THE EMBOSSING COMPANY

Main Office and Factory, Albany, N. Y.

New York Office and Display Room:

Room 440, 200 Fifth Avenue, Corner 23rd St.

THE EMBOSSING COMPANY TOYS THAT TEACH ALBANY, N.Y.

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"AMERICA IN THE LEAD"

Acknowledged by Merchants All Over the Country to Be the

THREE GREATEST SELLERS

in the Mechanical Toy Field

"JAZZBO-JIM"

The Dancer on the Roof
"WITH HIS BANJO"

"DANDY-JIM"

"THE JOLLY CLOWN DANCER"

"KRAZY-KAR"

"THE CLEVEREST MECHANICAL AUTO"

These toys are **American Made** and way superior in construction and mechanism to any German made toy. They are **Quality Toys** and **every piece guaranteed.** Notwithstanding their superiority, these toys can be sold at **popular prices.**

DISTRIBUTED BY

LOUIS WOLF & CO. **B. ILLEFELDER & CO.**

STROBEL & WILKEN CO. **STRAUSS BROS. & CO.**

MANUFACTURED BY

UNIQUE ART MFG. CO.

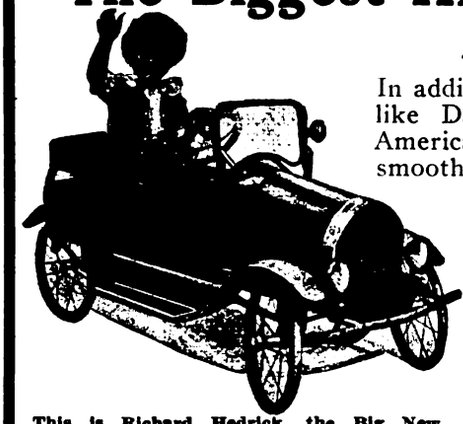
NEWARK, N. J.

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Three Factories — Main Office, Toledo, Ohio

The American-National Company

The Biggest Hit in the Juvenile Vehicle Field



This is Richard Hedrick, the Big New Juvenile Movie Star, in his American Car, equipped with Alemite.

Alemite "American" Auto

In addition to giving the youngsters one just like Dad's, Alemite lengthens the life of American Juvenile autos, and makes them the smoothest running of any on the market.

Alemite "American" Coaster

There is now an American coaster, as well as an American juvenile automobile. These coasters are supplied with hinged tool box containing pressure grease gun, can of lubricant, package of waste and book of instructions.



ALEMITE

Used On American Line Exclusively

The Alemite High Pressure Lubricating System is used on American juvenile and baby vehicles exclusively. This is but one more of the exclusive features that have made the American line one of the fastest selling juvenile lines on the market. Leading the field by being months and sometimes years ahead in the introduction of new features, the American line is the consumer preference line.



THE American LINE
THE LINE BEAUTIFUL

Nationally Advertised—
Known Around the World

Permanent Display Rooms:

New York, N. Y.
Louis Wolf & Co., 268 4th Ave.
Baker & Bennett, 873 Broadway

Denver, Colo.
Great Western Mercantile Co., 424 Charles Bldg.

Chicago, Ill.
The American-National Co., 1319 Michigan Ave.

Baltimore, Md.
Frank Wissig, 737 Lombard St., W.

San Francisco, Calif.
Pacific Sales Company, 718 Mission St.

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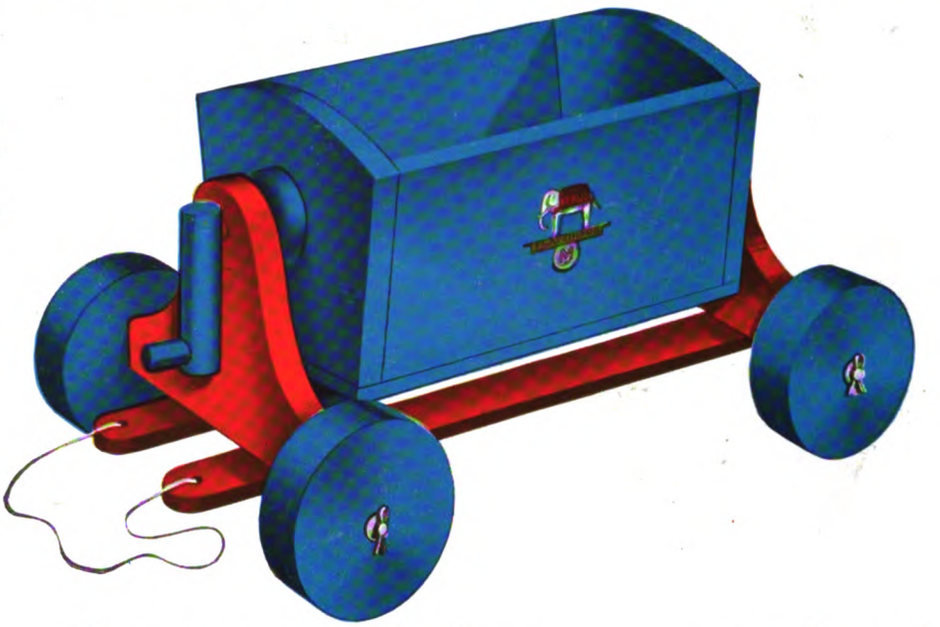


The Mengel Sand Wagon

The ideal seashore toy. Ends and wheels made of ply-wood. Solid steel axles Wide wheels give necessary traction.

No.	Length Over All	Width	Depth
600	17 in.	7½ in.	5¾ in

Number to Container, 6



Two Toys that lead in Summer Sales — and why

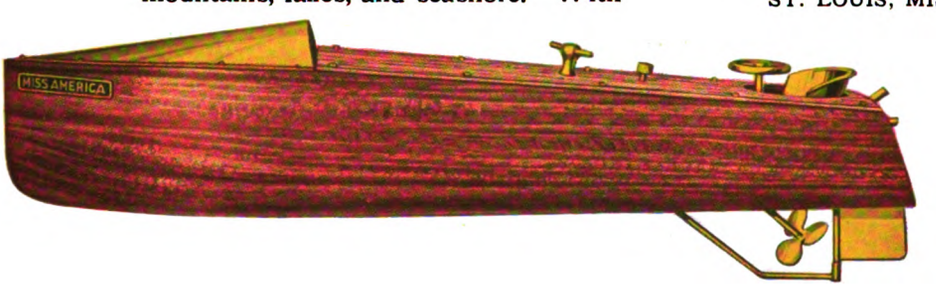
SUMMER—sand—and water. In children's minds these three things are inseparable. And since summer time is play time, the merchant who makes profitable sales, and makes them quickly and easily, displays the toys that are adapted to this season.

Within a month a steady stream of youngsters will be headed toward the mountains, lakes, and seashore. With them will go hundreds of Mengel Motor Boats and Sand Wagons—cherished as the finest toys they've ever owned.

Right now it's business wisdom to order Mengel Motor Boats and Sand Wagons in quantities sufficient to guarantee your share of this profitable summer business.

Send for catalog showing the entire Mengel line in full colors.

THE MENGEL COMPANY
INCORPORATED
LOUISVILLE, KENTUCKY
ST. LOUIS, MISSOURI



NEW YORK OFFICE
AND SHOW ROOM
5th AVENUE BUILDING

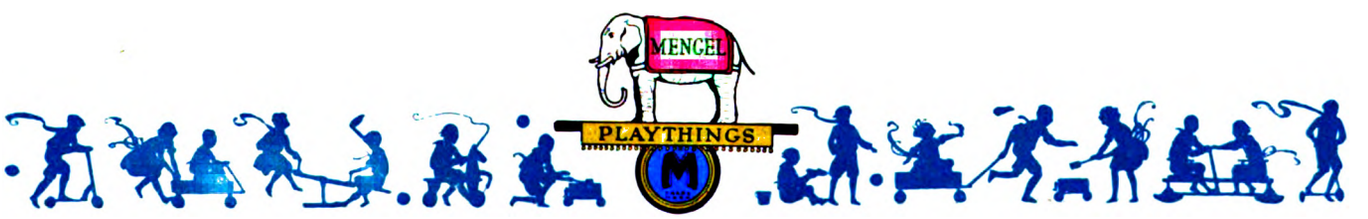
The Mengel Motor Boat

Made of genuine mahogany, in two sizes. Packed separately with free collapsible display stand. Beautifully finished — guaranteed non-sinkable.

No	Length	Shipping Wgt.
575	14½ in.	17 lbs.
580	18 in.	23 lbs.

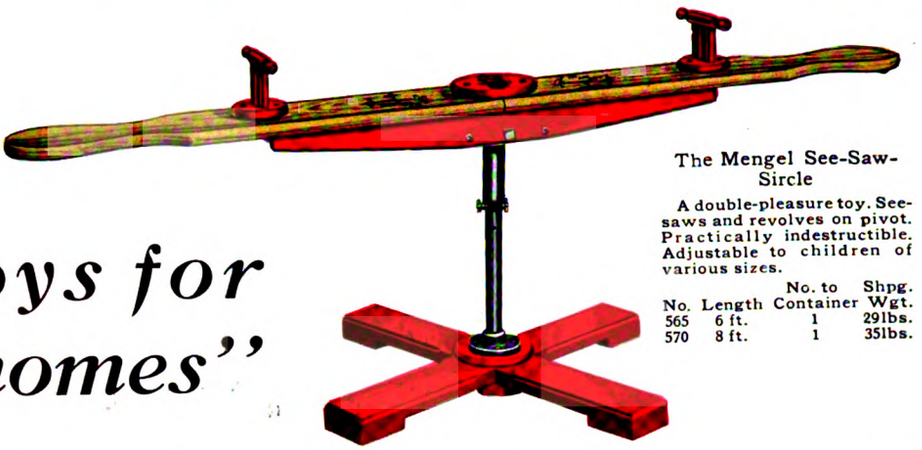
Mengel Playthings

JUST FOR FUN



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The Mengel See-Saw-Sircle

A double-pleasure toy. See-saws and revolves on pivot. Practically indestructible. Adjustable to children of various sizes.

No.	Length	No. to Container	Shpg. Wgt.
565	6 ft.	1	291bs.
570	8 ft.	1	351bs.

Better Toys for "Stay-at-homes"

More Business for the Toy Department

SUCH playthings as the Mengel Foot-Racer and the See-Saw-Sircle have no equals as summer sellers to the city-bound child.

Let one family own a See-Saw-Sircle, and before you know it half a dozen parents will be investigating its merits in your toy department. And that means more sales.

The Foot-Racer is an old standby. Children clamor for the Mengel make because they know it stands rough usage better than any other. Parents choose it for the same reason.

A steady summer business will reward the foresight that dictates an order for these two playthings now.

Send for catalog showing the entire Mengel line in full colors.



The Mengel Foot-Racer

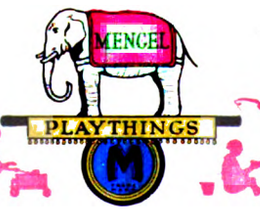
Always a popular seller. Preferred for its great strength and durability.

No.	Length	Hgt. of Hdls.	No. to Container
450	26 in.	26 in.	6

THE MENGEL COMPANY
INCORPORATED
LOUISVILLE, KENTUCKY
ST. LOUIS, MISSOURI

NEW YORK OFFICE
AND SHOW ROOM
5th AVENUE BUILDING

Mengel Playthings
JUST FOR FUN





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STRUCTO TOYS

MAKE MEN OF BOYS



No. 44 Caterpillar Tractor

Ready-Built

or

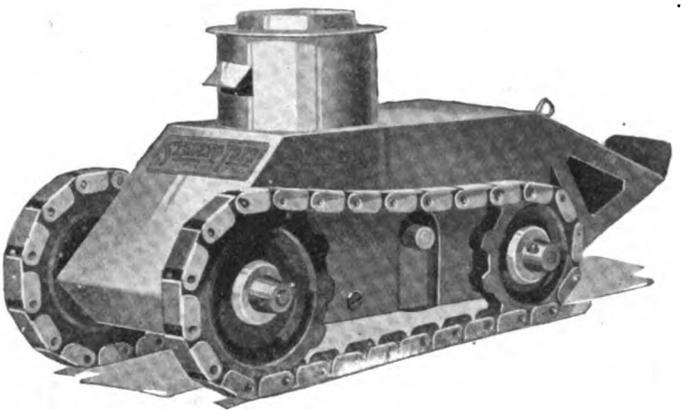
Auto-Builders

in Construction Outfits

Sturdy

Educational

Popular



No. 48 Caterpillar Whippet Tank

Structo Toys are Nationally Advertised

NEW CATALOG

JUST OFF THE PRESS, A COMPLETE CATALOG OF THE STRUCTO LINE.
BEAUTIFULLY ILLUSTRATED BY A REAL ARTIST.
PRINTED BY THE BEST PRINTING HOUSE WE KNOW.
IT IS WORTH HAVING AS A PICTURE BOOK.
YOURS FOR THE ASKING.

MEMBER OF TOY MFR'S U.S.A. AMERICAN TOYS

STRUCTO MFG. CO.

NEW YORK SALES OFFICE:
200 FIFTH AVE., NEW YORK

MAIN OFFICE AND FACTORY
FREEPORT, ILLINOIS

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STUCK?

For Imported Dolls and Toys?
See Us

STOCK

We have in stock a complete assortment of:

Dressed Dolls to Retail From 25c Up
Jointed Dolls in All Grades
Kidolin Dolls
Character Babies, Etc., Etc.

NOTE—STOCK means with us Merchandise in Warehouse or in Transit, therefore guaranteed Prices and Deliveries

WEIDEMANN CO., INC.

221 Fourth Ave., New York

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THE NEW "LIKE MOTHER'S" ALUMINUM TOY COOKING UTENSILS

(TRADE MARK REG.)

Unusually Profitable to Handle at Present Prices

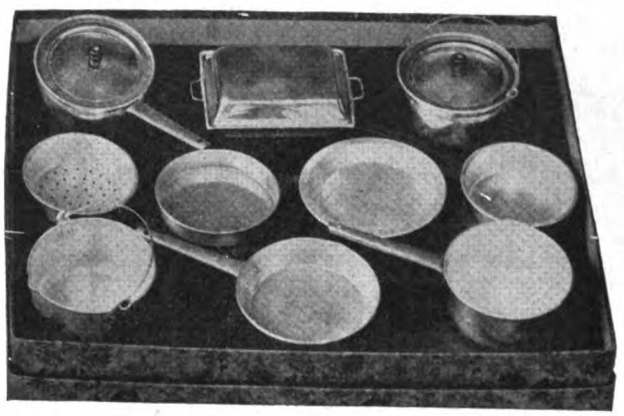
We announce a complete new line of Toy Sets superior to anything heretofore done by anybody in this field of Toys—For-Little-Girls. Every piece is religiously exact in its appearance and design to the famous "Swissalu" Aluminum utensils. Truly "Like-Mother's".

Write for new catalog just off Press.

BOWMAN ASSOCIATED TOY FACTORIES

The Geo. H. Bowman Co., Manufacturers

CLEVELAND, OHIO



No. 8070—A representative set. Also contains a Combination Cooker, which adds 4 utensils,—Steamer, Double Boiler, Casserole and Round Roaster,—making 14 utensils in this set.

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There's a Renewed Interest in Guns for Boys

Everywhere there is evidence that boys are taking a keener interest in shooting than ever before. For the younger boys who are not yet ready for a hunting rifle, nothing has ever been found so perfectly fitted to their needs as the Daisy Air Rifle.

Daisy Air Rifles shoot straight, they look like the gun that father shoots, and they are low in price. Among the various Daisy models, almost any boy can find one that suits him in size, style, and price.

For 35 years Daisy Air Rifles have been known to dealers as a steady, profitable line. Back of the Daisy policy of superior design and highest standard of workmanship is a steady, consistent advertising campaign that reaches millions of boys and their parents, all over the United States. In the Saturday Evening Post, Literary Digest, American Boy, Youth's Companion, and other prominent magazines, we are continually preaching the message of the air rifle, as a means of sport and health, as well as a logical training that should come before the hunting rifle.

Write for complete list and description of Daisy models, retailing from 50 cents to $5.00. Order from your jobber without delay, and be prepared for an increased demand this fall.

DAISY MANUFACTURING COMPANY

PLYMOUTH, MICH., U. S. A.

Pacific Coast Branch:
Phil. B. Bekeart Co., Managers
717 Market St., San Francisco, Cal.

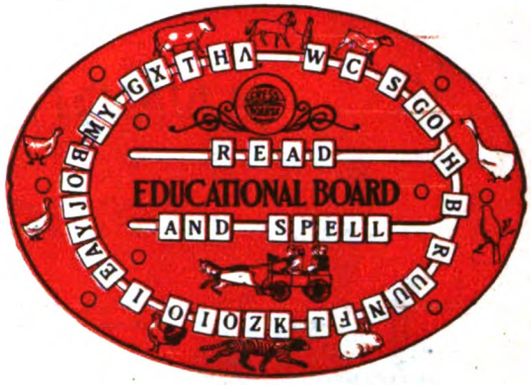
Southern Representatives:
Louis Williams & Co
Nashville, Tenn.

DAISY

AIR RIFLES

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No. 112 Showing Front Side

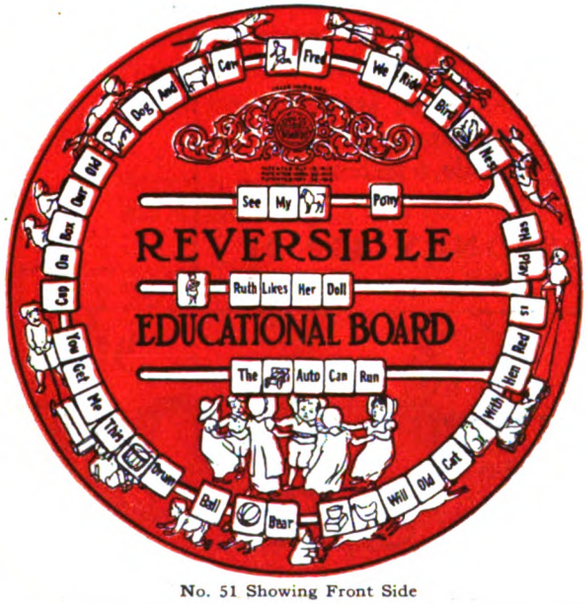


No. 21 Showing Front Side

Something New for the kiddies

Here's the latest addition to the Cress Line—the EZY-ART BOOKFOLD BLACKBOARD—and it is proving to be a popular toy with the kiddies. It gives the child 96 models of simplified drawing that he can easily reproduce with chalk upon the Blackboard. It's another striking example of Cress Co. ingenuity—another toy combining essential education with the most delightful kind of recreation—and in a way that pleases parents just as much as it pleases the youngsters.

Stock our three big New Numbers with your usual supply of Cress Educational Boards. These items constitute live year-round merchandise.



No. 51 Showing Front Side

See Full Line of Samples in

NEW YORK at
BAKER & BENNETT CO., 873 Broadway
GEO. BORGFELDT & CO., 16th St. and Irving Place
LOUIS WOLF & CO., 268 4th Ave.
STROBEL & WILKEN CO., 61 W. 23rd St.
A. S. FERGUSON CO., 48 E. 21st St.
STEINFELD BROS., 116 W. 32nd St.

In BOSTON at
LOUIS WOLF & CO., 102 Pearl St.

In LOS ANGELES at
G. E. DALTON CO., Terminal Sales Bldg., 747 Warehouse St.

In SAN FRANCISCO at
GEO. P. PAINE, 718 Mission St.

Have you catalog and prices for 1922? If not, ask us to mail yours.

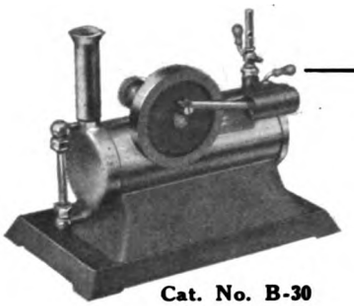
THE H. G. CRESS CO.

TROY, OHIO, U. S. A.

Manufacturers and Patentees

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ANNOUNCING
TO THE
TOY BUYERS OF AMERICA



Cat. No. B-30

THE EMPIRE ELECTRIC
TOY STEAM ENGINES

PERFECT working models. Designed and built to perform—no danger from fire—electrically heated—heating element guaranteed—five feet of cord separate from engine—attachment plugs on each end—safety valve prevents liability of explosion.

Finished in bright red enamel and highly polished nickel.

Packed three to a carton.

RETAIL PRICE ONLY $12.00



Cat. No. B-31



Cat No. B-26

THE EMPIRE ELECTRIC
TOY RANGE
It Cooks—It Bakes

EACH range comes packed in an attractive carton with set of aluminum utensils, 16 inches high, 11 inches wide, 6 inches deep. Three ranges to a crate.

RETAIL PRICE ONLY $10.00

MANUFACTURED EXCLUSIVELY BY

THE EMPIRE TRANSFORMER CO.
2000 Southport Avenue
CHICAGO, ILL.

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Stock Heavy for the 4th of July with the Toy Sensation of 1922

Every shot a Big Red Flash, yet safe and harmless—shoots 5000 times without reloading—a feature never before heard of in a toy pistol at any price.

SALES of Ronson Repeaters for the Fourth of July will reach enormous figures. You will need a great supply to meet your demand.

Don't let this opportunity find you unprepared. Stock Ronson Repeaters early and stock heavily.

The Ronson Repeater is the fastest selling toy gun ever introduced to boys. A big red flash jumps out at every trigger-pull—smoke and all. The Ronson Repeater is absolutely safe and harmless.

Don't delay. Place your order now. Write your jobber at once. If he can't supply you, write us. Do it today.

THE ART METAL WORKS
36 Aronson Square Newark, N. J.
For 35 years makers of High Grade Metal Novelties

Ronson Redskin Reloads

Nothing but Ronson Redskin Reloads will make the big red flash in the Ronson Repeater. Every reload is good for 5000 flashes. You'll need a lot of these reloads too, for the Fourth. They bring you added profits. Piles of them sold, usually 3 to 5 extra with each gun. Order a large supply. Get them now!

This wonderful gun retails for

25c

Also made in polished nickel plate to retail for 50c.

Both are higher in the West and Canada



The RONSON REPEATER

Trade-mark registered *Patented in U. S. A. and abroad*

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No. 019. "Happy Days" Assortment

Everybody Buys Harmonicas

The most popular thing in the world is success.

That is why the "Happy Days" Hotz Harmonica Assortment No. 019, illustrated in this advertisement, is meeting with such tremendous demand. Leading retail dealers throughout the country say that it is the snappiest sales-promoting outfit in its class.

This new Hotz Assortment has demonstrated to the retail dealer that real substantial and worthwhile profits can be made with a line of dependable Harmonicas.

Buy your Assortment today. Place it in a prominent position in your showcase and sell every man, woman and child entering your store a Hotz Harmonica. It will give them a world of pleasure and satisfaction, and, besides your profit, you will have a satisfied customer.

A few words more about the No. 019 "Happy Days" Assortment.

No. 019 "HAPPY DAYS" ASSORTMENT. In this offer, the retailer has an assortment of 25c Hotz Harmonicas in a novel and practical counter display, lithographed in four colors, that has real selling merit. It contains 12 Hotz Harmonicas, No. 01, "The Sport," and No. 02, "American Ace," each having 10 single holes, 20 reeds, brassed plates, nickel-plated covers, warranted to be in perfect tuning and of first-class quality. At the price offered, your cash profit is over 50%.

Ask Your Jobber

M. HOHNER

114-116 East 16th Street **New York City**

Hohner Products Awarded First Prize at the Panama-Pacific International Exposition, San Francisco, 1915

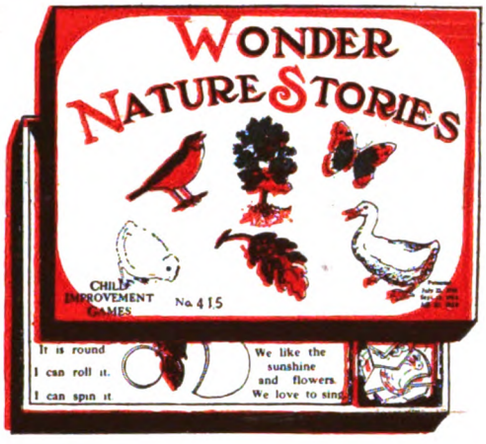
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Child Improvement Outfits

(PATENTED IN THE UNITED STATES AND CANADA)

Useful and Attractive

Instructive and Entertaining







Wonder Nature Stories
Bird Wonderland
Animal Wonderland
Wonder Garden
Wonder Speller
Funny Face
Playland Reader
Bird Wonder Speller
Ideal Speller
Playtime
Wonder Numbers
Lost Letter
Wonder Multiplication
Table 1 to 5—6 to 10
Garden Speller
Animal Set-Ups

Printed in English, Spanish and Portuguese.
Beautiful Natural Colors.

Size, 8½x12½ ins. Boxed. Retail price, $1 each. Postage 15c each
Half Size, boxed. Retail price, 75c each. Postage, 8c each

SOLE MANUFACTURERS—Infringements will be prosecuted.

IDEAL BOOK BUILDERS, Publishers

4311-13 Ravenswood Avenue - - - - - - CHICAGO, U. S. A.

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Two Unusual Novelties

Order Samples

These Kammers' toys are sellers chiefly because of striking appearance and neat, graceful construction. Order samples and we know you will buy more.



Christmas Tree Holder and Crib

This gorgeous representation of the birth of the Christ Child is a beautiful and educational scene especially appealing to the religious. It makes a fine store display as well as sales item.

Tree holder will take any size tree; tree cannot fall over; base made of wood, 24 in. long by 18 in. wide; statuary or figures highly decorated; comes packed in neat carton, flat, ready to set up in few minutes; set includes special tree holder, 12 figures, cotton, snow, straw, building, etc.

Nearest similar sets or scenes sell at around $40 or $50, though with larger figures. This practical and educational item must be seen to be appreciated. Good display item if you don't reorder.

$90.00 DOZEN

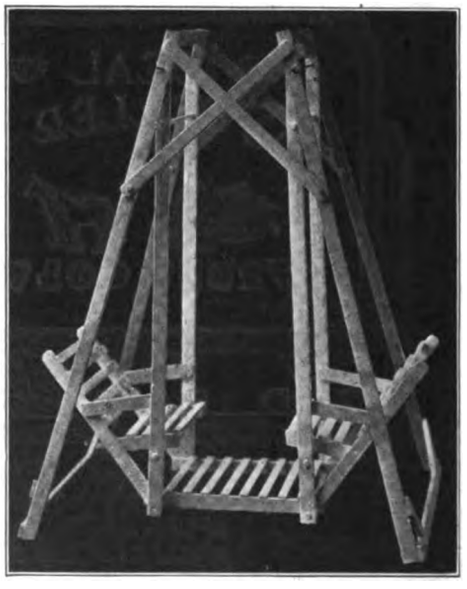
Kammers' Collapsible Doll Swing

The outstanding features are its graceful construction, attractive finish, ease of taking apart and setting up. You will be delighted with the simple method of collapsing.

Swing is 26 in. high and will hold two good sized dolls. Packed flat in neat carton.

Red and green dyed.....$13.50 a dozen
Blue and white enamel $15.00 a dozen
All white enamel.....$15.00 a dozen

Order samples of each decoration.



Kammers Manufacturing Company

INCORPORATED

1208 West 59th St. **Chicago, Ill.**

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Some train!

*—yet **any** Ives locomotive will haul it!*

FOR example, the one shown below with its 25-car train, is No. 3241, the lowest priced standard 2-gauge electric locomotive in the line.

Whether for number "O" or standard "2" gauge trackage—Ives locomotives greatly out-haul other makes. Their remarkable traction is due to an exclusive chassis design and motor construction. A low center of gravity enables them to hold the track at speeds far in excess of competitive equipment. The voltage required to operate is ⅓ to ½ less than average.

These are but a few of the many points of Ives superiority. Notwithstanding this, the line is the most moderately priced on the market today.

During the fall months, large space advertisements will appear in the leading magazines and large city newspapers, featuring our complete line of mechanical trains, mechanical boats, model yachts, electric trains and air gliders.

Plan now to meet the demand by sending your order in at once. Our new catalogue for 1922 is just off the press. We believe it to be one of the most attractive toy catalogues ever published. It contains 32 pages, 16 of which show trains and boats in their actual colors.

Write for your copy today

THE IVES MANUFACTURING CORP'N

200 Fifth Avenue **NEW YORK, N. Y.**

Established 1868

IVES TOYS

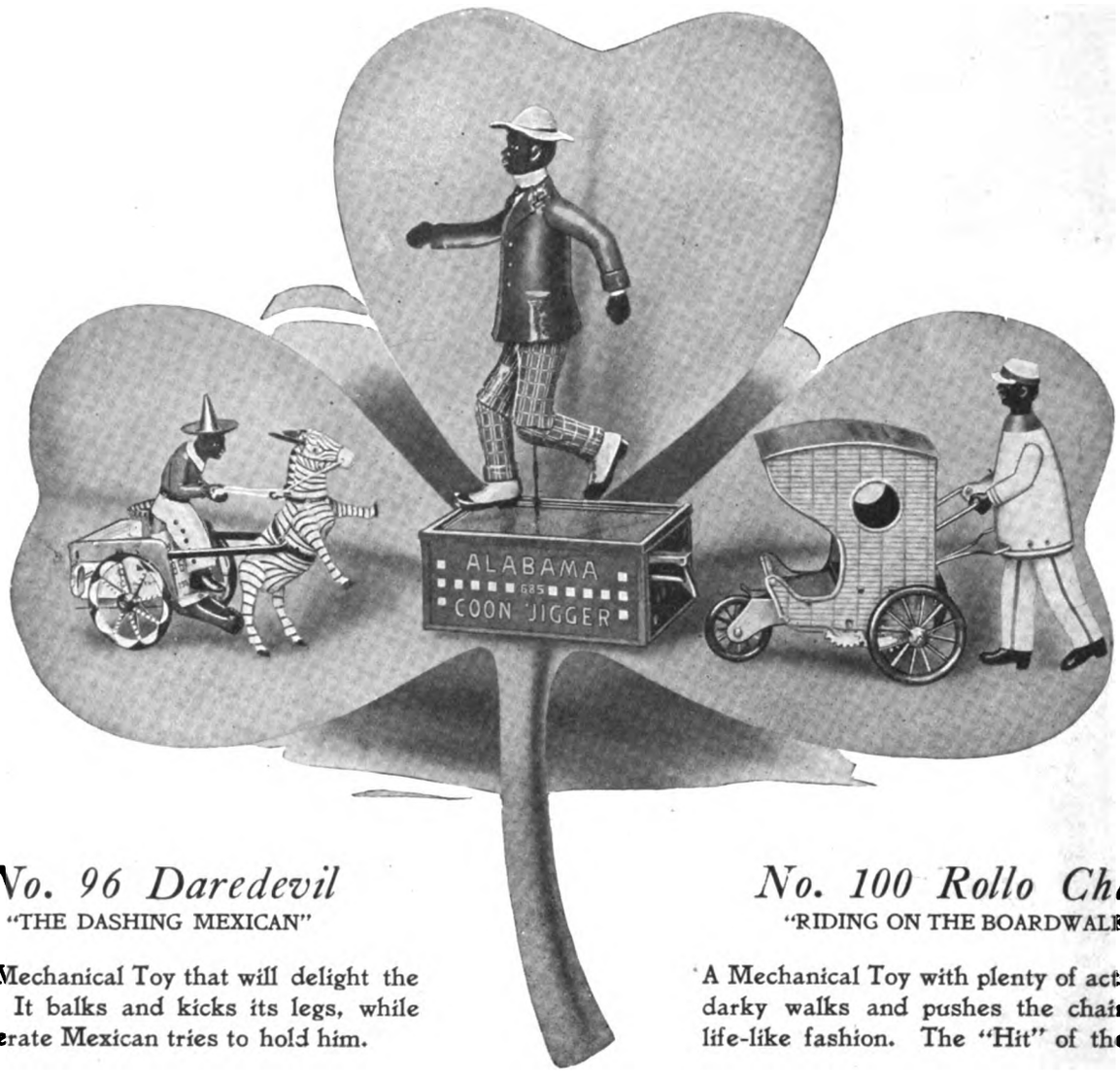
Mechanical Trains
Electrical Trains

Ives Toys
Make Happy Boys

Mechanical Boats
Model Yachts

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Three Big Sellers of
STRAUSS MECHANICAL TOYS



No. 96 Daredevil
"THE DASHING MEXICAN"

A lively Mechanical Toy that will delight the **kiddies.** It balks and kicks its legs, while **the desper**ate Mexican tries to hold him.

No. 100 Rollo Chair
"RIDING ON THE BOARDWALK"

A Mechanical Toy with plenty of action. **The** darky walks and pushes the chair **in real** life-like fashion. The "Hit" of the **season.**

No. 50 Tombo
"THE ALABAMA COON JIGGER"

The original and only genuine "Alabama Coon Jigger" is known to every child. He has danced himself to fame in Toydom.

Write for the new "Strauss Mechanical Toy" Catalogue

GEO. BORGFELDT & CO., 16th Street and Irving Place **NEW YORK**

Sole Distributors for

THE FERDINAND STRAUSS CORPORATION

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ESTABLISHED IN 1866 INCORPORATED 1899

The Gong Bell Manufacturing Co.

BELL AND TOY MAKERS FOR OVER FIFTY YEARS

New York Representatives for the Hardware Trade:
SARGENT & CO.
149-153 Leonard Street

East Hampton, Conn.
U. S. A.

New York Representatives for the Toy Trade:
GEO. BORGFELDT & CO.
THE STROBEL & WILKEN CO.
THE OWENS-KREISER CO.
Pacific Coast: G. E. Dalton Co., Los Angeles, Cal.

TO THE TRADE (IMPORTANT)

We have heretofore claimed to be the originators, owning the sole rights on Toy Telephones characterized by us as "PLAPHONE-600", which we placed on the market over a year ago.

We now substantiate our claims and rights by calling your attention to the issue of Patent No. 1,419,902, dated June 13, 1922, which has controlling claims.

Owing to the success of our toy, imitations have been offered, the manufacture, use and sale of which we were unable to enjoin prior to the issue of the Patent.

Our Patent, above noted, gives us the absolute right to bring action against all who either manufacture, use or sell infringing devices.

Although we courteously notified manufacturers that we anticipated the issue of a controlling Patent, imitations of our device were persistently offered on the market. With the protection offered under our patent, we have instructed our attorneys to prosecute all infringers and seek an accounting.

Formal legal notice is being served upon manufacturers and their agents who are chargeable with direct or contributory infringement, preliminary to suing for infringement and unfair competition.

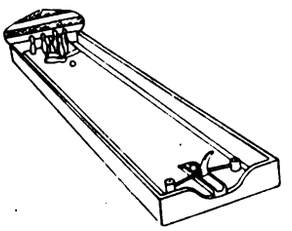
In view of our Patent, we trust the Trade will avoid liability by continuing to recognize and respect our rights in refusing to purchase imitations of our "PLAPHONE-600", which may be determined to be infringements.

THE GONG BELL MANUFACTURING COMPANY.

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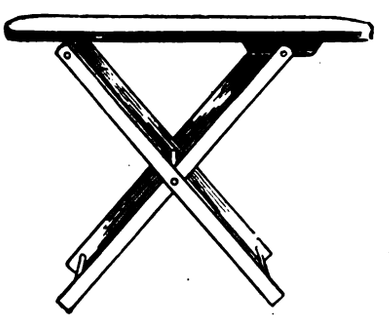
MASON

There's Only One Mason Line



Order Now
While We Have
Complete Line
to Offer

DOLL
Chairs
Rockers
High Chairs



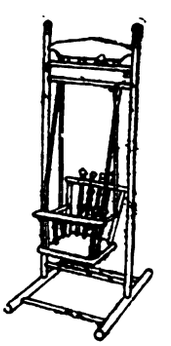
DOLL
Beds
Cradles
Cribs
Bassinets

MASON

SEE THE NEW ITEMS

Mahogany Finish
Beds—Chairs—Rockers
Red Tables

Write for Catalogue
All Numbers Shown in Colors



THE MASON MFG. COMPANY

SOUTH PARIS, MAINE

Salesroom: 200 Fifth Avenue
Room 805 New York

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A TOY MARKET FOR THE WORLD
FIFTH AVENUE BUILDING · NEW YORK

FRED K. BRAITLING
Bridgeport, Conn.
DOLLS' WIGS, SHOES AND STOCKINGS
PARLOR BALLS
Ground Floor — Telephone Gramercy 1062

AMERICAN MFG. CONCERN
Falconer, N. Y.
TOY PIANOS—TOOL CHESTS—BUILDING BLOCKS—BLACKBOARDS
Room 806 — Telephone Gramercy 1175

THE IVES MANUFACTURING CORPORATION
Bridgeport, Conn.
MECHANICAL AND ELECTRIC TRAINS, MECHANICAL BOATS—MODEL YACHTS—AIR GLIDERS
Ground Floor — Telephone Gramercy 1062

MASON MFG. CO.
So. Paris, Me.
TOY AND CHILDREN'S FURNITURE
Room 805 — Telephone Gramercy 4185

STRUCTO MANUFACTURING CO.
Freeport, Ill.
CONSTRUCTIVE MECHANICAL TOYS
STRUCTO ARTCRAFT LOOMS
Room 234 — Telephone Gramercy 3757

LEO SCHLESINGER & CO.
New York City
METAL TOYS AND NOVELTIES
Rooms 802-4 — Telephone Gramercy 5157

N. D. CASS CO.
Athol, Mass.
WOODEN TOYS—DOLLS' AND CHILDREN'S FURNITURE
Room 412 — Telephone Gramercy 2442

PORTER CHEMICAL CO.
Hagerstown, Md.
CHEMCRAFT
And Other Porter Products
Room 428 — Telephone Gramercy 5061

AMERICAN FLYER MFG. CO.
Chicago, Ill.
MECHANICAL AND ELECTRIC TRAINS
Room 458 — Telephone Gramercy 0876

THE TOY TINKERS
EVANSTON, ILL.
TINKER TOYS The fastest-selling Line in America
Room 458 Phone Gramercy 3422

NATIONAL TOY & TINSEL MFG. CO.
Manitowoc, Wis.
TINSEL GARLANDS—TREE ORNAMENTS
TINSEL CORD
Room 445 — Telephone Gramercy 4605

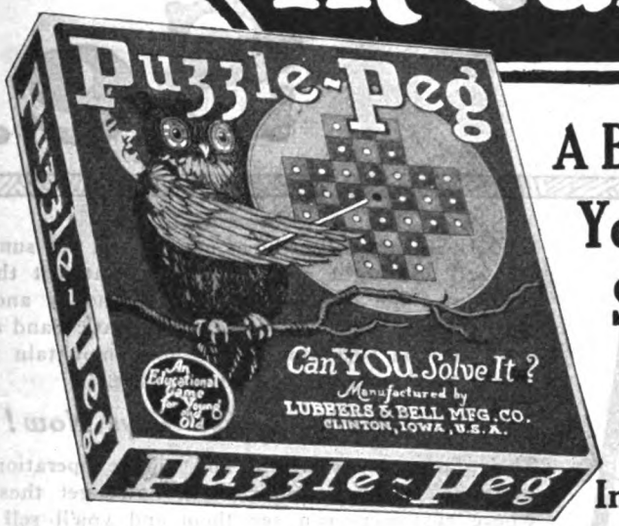
THE RICHARDS CO.
Exclusive Sales Representatives of
GOULD MANUFACTURING COMPANY
Toy Division TODDLER-TOYS Oshkosh, Wis.
Room 456 — Telephone Gramercy 3043

THE MENGEL COMPANY
Louisville, Ky.
MENGEL PLAYTHINGS
Room 413 — Telephone Gramercy 0134

WOLVERINE MFG. & SUPPLY CO.
Pittsburgh, Pa.
SANDY ANDY TOYS
Room 406 — Telephone Gramercy 3453

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The Hit of the Year In Games



A Big, Steady Year Round Seller at 50c

In Canada 75c



Now, Dad's Stuck!

Jim came in the other night with the funniest looking game under his arm. "What's that?" asked Dad.

"Oh, that's Puzzle-Peg," said Jim, "the simple looking little game that all the boys over at the club have worked on every night for a week."

Dad laughed and said, "Give me a try at it. I'll show you young chaps how puzzles are solved." So Jim put the saucy looking little pegs in the holes and Dad started to show how puzzles are done.

That was three nights ago and Dad's still at it—and Jim chuckles—and Dad's face gets red. Tonight he told Jim he didn't believe it could be done. But Jim just laughed and said, "Dad, already there have been found *twelve* different ways of doing it. Don't give up." So Dad's still at it.

So are thousands of other fun lovers all over America. You never tire of Puzzle-Peg. It's the most fascinating, fun provoking game ever invented.

"Puzzle-Peg" Nationally Advertised!



Don't overlook Puzzle-Peg when you stock up for the holiday trade. It is the big seller of the year. Less than six months ago the first advertisement, shown at the right, appeared in the Saturday Evening Post and other national publications. Already the volume of sales is well on toward the million mark. The holiday demand will be enormous. We have increased our manufacturing facilities to the limit. But—get your orders in early.

You know the popularity of a 50 cent seller, especially a game with the novelty, thrill and amusement Puzzle-Peg offers. Remember there is a copyrighted Book of 30 Problems packed with each game, entirely removing Puzzle-Peg from competition with games of similar nature. It also removes it from the puzzle class, making a solitaire game everyone can enjoy. Our advertising will be greatly increased, beginning with the October issues, to boost Puzzle-Peg sales for dealers. Order through your jobber or write direct.

LUBBERS & BELL, 900 Second Ave., Clinton, Iowa

Distributed by the Following Jobbers:

ATLANTA, GA.
Miller's Book Store
AUSTIN, TEXAS
McKean Eilers Co.
BIRMINGHAM, ALA.
Faulkner Nov. Co.
BURLINGTON, IOWA
Burlington Paper Co.
Churchill Drug Co.
BLOOMINGTON, ILL.
W. B. Read & Co.
BALTIMORE, MD.
C. Read & Co.
BOSTON, MASS.
The Armstrong Co.
Iver Johnson Sporting Goods Co.
H. L. Moore
Northern Commission Co.
E. A. Runnells Co.
BUTTE, MONT.
B. B. Calkins Co.
CEDAR RAPIDS, IOWA
Churchill Drug Co.
Morris Sanford Co.
CHICAGO, ILL.
Butler Bros.
Fuller Morrison Co.
Marshall Field & Co.
A. C. McClurg & Co.
CAIRO, ILL.
New York Store Merc. Co.
CHARLOTTE, N. C.
Jno. M. Scott & Co.
CLEVELAND, OHIO
Hibshman Bros.
Rubber Sundries Co.
Sugarman Bros.
DULUTH, MINN.
Marshall Wells Co.
DENVER, COLO.
H. H. Tammen Co.
DES MOINES, IA.
Langan Paper Co.
DALLAS, TEXAS
Cullum & Boren Co.
Sanger Bros.
EVANSVILLE, IND.
Ichenhausen Co.
FT. SMITH, ARK.
Morris Morton Drug Co.
FT. WORTH, TEXAS
Maxwell Clark Drug Co.
GREENSBORO, N. C.
Justice Drug Co.
GREENVILLE, S. C.
W. A. Seybt & Co.
HELENA, ARK.
King Who. Drug Co.
INDIANAPOLIS, IND.
Kiefer-Stewart Co.
JACKSON, TENN.
J. W. Enochs Co.
JOPLIN, MO.
Pennington Drug Co.
KANSAS CITY, MO.
The McPike Drug Co.
LITTLE ROCK, ARK.
Ark. School Bk. Depository
Real Burrow Dry Goods Co.
C. J. Lincoln Co.
LOS ANGELES, CALIF.
Southwest Hdwe. Co.
Unique Nov. Co.
Vier Bros. Co.
LOUISVILLE, KY.
Lampton Crane & Ramey
The Sutcliffe Co.
LINCOLN, NEB.
Schwars Paper Co.
MUSKOGEE, OKLA.
Cardinal Drug Co.
MEMPHIS, TENN.
Hessig-Ellis Drug Co.
MOBILE, ALA.
Bedsole Colvin Drug Co.
MILWAUKEE, WIS.
Kropp Specialty Co.
MISSOULA, MONT.
Missoula Drug Co.
Missoula Merc. Co.
MINNEAPOLIS, MINN.
McDonald Bros. Co.
NEW YORK CITY
American Dry Goods Co.
American News Co.
Davis & Voetsch
McKesson & Robbins
Albert Kahn & Co.
NASHVILLE, TENN.
Berry Demoville & Co.
Spurlock Neal Co.
Zibart Bros.
OMAHA, NEB.
C. S. Brunse Co.
Richardson Drug Co.
OTTUMWA, IOWA
J. W. Edgerly & Co.
OWENSBORO, KY.
Gilbert & Cannon
PORTLAND, MAINE
Loring Short & Harmon
PINE BLUFF, ARK.
Mann-Tankersley Drug Co.
PEORIA, ILL.
Churchill Drug Co.
PORTLAND, ORE.
The J. K. Gill Co.
M. Seller & Co.
PHILADELPHIA, PA.
Ed. K. Tryon Co.
PITTSBURGH, PA.
J. Halpern Co.
J. H. Lauer Co
H. A. Schafer News Co.
PROVIDENCE, R. I.
E. G. Billings
Blanchard Young & Co.
RUSTON, LA.
Ruston Hdwe. & Furn. Co.
SALT LAKE CITY, UTAH
Salt Lake City Hdw. Co.
SEATTLE, WASH.
Sandoz Specialty Co.
Schram & Ware, Inc
Western Dry Goods Co.
SPOKANE, Wash.
John W. Graham & Co.
SIOUX CITY, IOWA
Hornick, More & Porterfield
SAN FRANCISCO, CAL.
Kindel & Graham
SPARTANBURG, S. C.
Gear Drug Co.
ST. PAUL, MINN.
Merrill Greer & Chapman
G. Sommers Co.
ST. LOUIS, MO.
Blackwell Wielandy Co.
Ely & Walker Dry Goods Co.
Schwerdtmann Toy Co.
TOLEDO, OHIO
Nathanson Bros. Co.
SPRINGFIELD, MO.
Hall Drug Co.
WATERLOO, IOWA
Adams Paper Co.
WHEELING, W. VA.
Mountain State Specialty Co.
WICHITA, KANS.
F. G. Orr Book & Stationery Co.
South Western Drug Co.
YOUNGSTOWN, OHIO
The Stambaugh Thompson Co.

IN CANADA

VANCOUVER, B. C.
Pacific Agencies, Ltd.
WINNIPEG, MAN.
Walter Woods, Ltd.

Puzzle-Peg



Get a set at your dealer's today. Sold at druggists, newsdealers, department stores, in fact wherever good games are sold. If you have trouble in getting your set, send 50 cents and we will mail you one prepaid.

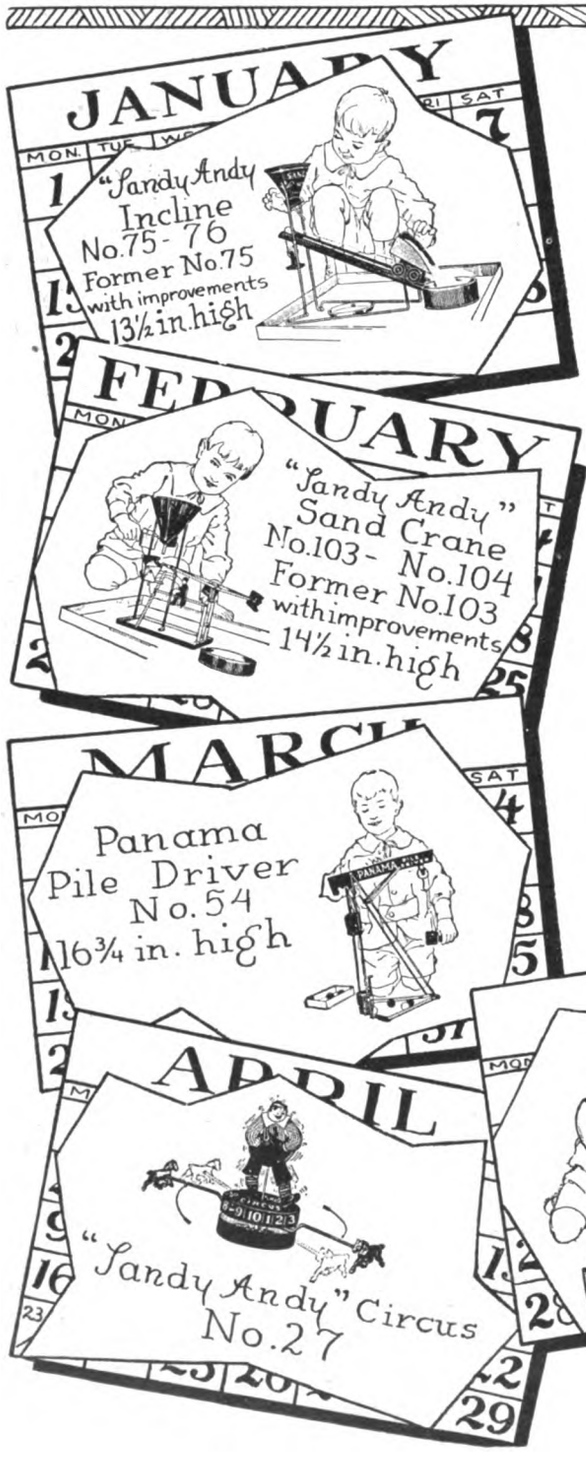
Lubbers & Bell, 900 Second Avenue CLINTON, IOWA

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"Sandy Andy"

TRADE MARK REG.U.S.PAT.OFF.

Sell



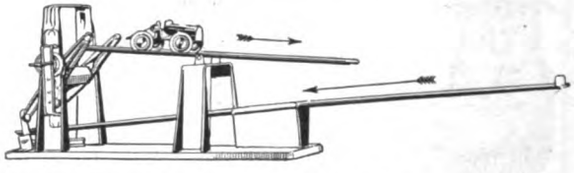
THESE toys will make money for you this summer. They sell well right now because they attract the children, please the grownups, cost little money and give real pleasure for a long time. These automatic Sand and Marble Toys are the best kind of seashore, mountain or stay-at-home vacation toys any child can have.

Display These Toys Now!

Their fast, snappy action and unique operation fascinate everyone. Look up your stock now; get these toys out where customers can see them and you'll sell more this summer. Don't hesitate to put in an order for immediate delivery on any numbers you are low on.

WOLVERINE

Factory and Main Office, PITTSBURGH, PA.



Thre

"OVER and UNDER"

A new toy with unusual features and action that thrills the youngsters. 20 in. long. 6 in. high.



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Toys Every Month!

MANY of our popular Automatic Toys have been improved this year. They are now faster and snappier in action and please the children more. Sand Pail-and-Shovel Sets, and Sprinkling Cans are logical vacation items. No better quality is obtainable, while their popular prices will move them fast.

Reduced Prices—Faster Sales!

All our prices were reduced early this year. For profitable summer business, look up our catalogue and get an order on the way for immediate delivery. Our New York office is at your service when you are in the market. The entire line is displayed there. Early selection is advised because at our reduced prices we are selling greater quantities than ever.

Write for Catalogue and New Price List

Mfg. & Supply Co.

New York Office, 200 Fifth Avenue

Room 406 Telephone Gramercy 3453

New Toys

"JOE on the JOB"

A new marble toy with fast, snappy action. The engine wheel turns like a real one. Neatly lithographed in colors. 23 in. long. 8½ in. high.

"The Motor Race" and Checker Board

wo dandy games ombined. Litho- raphed metal oard. Complete ith indicating ial.



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Tiny Toter for Tiny Tots

has proven

A Knock-Out



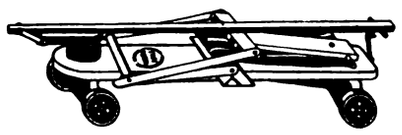
TINY TOTER



Patented May 3, 1921

folds into a package that is easy to carry on the car, train, boat, up or down stairs and in the automobile. When folded it is 30 inches long, 12 inches wide, 8¾ inches high and weighs only 6¾ pounds. Built very substantially throughout of high-grade material and workmanship.

The steel disc rubber tired wheels make it an easy matter to pull or push TINY TOTER around the furniture throughout the house. Can be turned completely around in a very small space and travels with ease through doors and other small openings. The wheels are equipped with rubber tires, held in place by metal flanges, which make them uninjurious to the floors and carpets.



TINY TOTER folds into a package that is easy to carry.

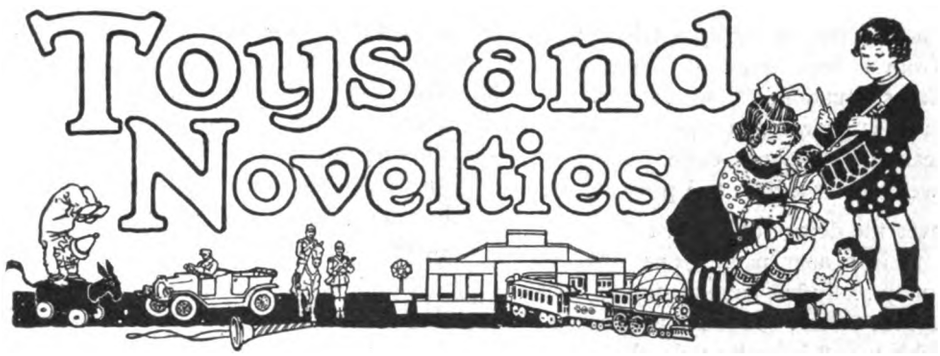
WIRE OR WRITE FOR SAMPLES

Packed—Three to the Carton

Manufactured by

THE FILBERT-GREER MAN'FG CO.
DAYTON, OHIO

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Vol. XIX. CHICAGO, JUNE, 1922. No. 6.

A Monthly Journal for Dealers, Jobbers, Importers and Manufacturers of Toys, Dolls, Games, Amusement Novelties and Athletic Goods.

New York Office, 200 Fifth Avenue, Room 1211.
Cable address: "Toynov," New York.

New York Representatives, H. S. Fisk, J. S. Lovingham, Mrs. B. Lincoln, Tel. Gramercy 1968.

St. Louis Representative: G. H. Dirhold, 715 Equitable Building.

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AN IDEAL OF STORE SERVICE

ONE of the speakers at the recent convention of advertising men held in Milwaukee expressed a fine thought and one that merchants can well afford to ponder when he said:

"If we get the idea that every store is a semi-public institution and every person working in that store or in that industry is in himself also a public servant, then we have mapped out a new kind of work for the advertising man. The advertising man in the retail world has his task absolutely clearly defined.

"He assumes from now on that his store, the place where he works, is first of all an institution that exists at the sufferance of the public because it gives the kind of service that the public wants, and that it succeeds in proportion as it puts the emphasis on public service, as it puts the emphasis upon a social purpose in the institution, letting the profits take care of themselves."

The standard of salesmanship in retail stores in this country is far below what it should be. In fact, we believe that the big store in the cities is suffering terribly for lack of courteous and intelligent sales people. There is the lack of personal interest which we often find in many stores in smaller cities and towns.

If store managers could impress upon employes the idea of service which we just quoted there would be a great difference in the treatment given to customers. The buying of merchandise would become a pleasure instead of a bore and sales would correspondingly increase. The store would become more of a public institution and would reflect the ideal service which it must strive for if it is to succeed.

TOY BUYING STARTS IN EARNEST

EVIDENCES of an increasing appetite for goods on the part of buyers are plentiful. Many manufacturers report that the middle of May saw the breaking point in the buyers fast. Others say the first of June. But the great majority are agreed that the month of June ushers in a busy season which will run from now till the holidays.

Supporting this testimony are the reports from retailers and wholesalers published on another page in this issue. These show conclusively that buyers are now open for business. Some state that 30 per cent of their buying is to be done; others place it as high as 75 per cent. A good average is 50 per cent.

Other reassuring features of the reports are the comparisons between business this year and last year. Toy buying is far from a slump according to the statistics furnished by dealers. The outlook for fall is splendid and manufacturers can rest assured that there is going to be a tremendous turnover in toys the coming six months. American manufacturers will read with satisfaction that part of the reports which deals with foreign toys. The sale of American toys will be but slightly affected by imports for 1922. Most dealers report that their purchases of import goods are not making any serious inroads on their buying of domestic toys.

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LOOKING FORWARD PAYS.

"IF I had known in advance what I was going to have to undergo I simply could not have done it."

This remark, made to the writer by a friend who was just recovering from a long siege of sickness, applies closely to the business situation. Now that the patient is on his feet again and is growing in vigor every day it is permissible to speak plainly about certain things that a few months ago were under a ban, and properly so.

Looking back over the doings of the last two years and calling things by their proper names, one is obliged to admit that the country really has gone through a merchandise panic of the first water. It was not spectacular. There was little whoop and hurrah made about it. Business people were not tearing their hair and beating on their breasts in despair. But the crisis existed just the same, even though it was for the moment called by another name.

The unquestioned recovery from these conditions, and the rapid way in which business now is coming back into its own, speaks well for the resiliency, combativeness and the recuperative powers of American manufacturers, jobbers and retailers.

If there had been any general giving way, it is easy to see that we might today be looking upon a string of business wrecks rather than the far more inspiring spectacle of game fighters forcing their way through all sorts of difficulties and with final victory almost within their grasp.

Particular credit is due the retailer. It takes a real man to run a retail store in times of stress. The retailer's duties are onerous at all times. His ability has to be many sided and his performance legion. The plucky way in which the retailer has smashed his way ahead is a real inspiration that is going to have its effect upon business generally for a long time to come.

Now that things undeniably are on the upgrade; now that all the bitter lessons taught by the periods of inflation and deflation have been learned letter perfect, a general handshake all around is in order. The crisis is behind us. But its lessons will not be forgotten.

If everybody concerned will continue pressing ahead with the same variety of fine courage that has been manifest during the last few months, everything soon will be in ship-shape. It must not be forgotten, though, that real courage is called for now. Some timid retailers can hardly believe that the storm is past. They are still hugging the shore, afraid to venture out. Now is the time to cut loose from prejudice and useless fears. Now is the time to look things squarely in the face and accept them for what they really are. A business man does not have to guess any more. The time has come when he can strike out with every confidence, and when he can gain in proportion to his outlay.

The present happy outcome is an illuminating example of the benefits of continuously shaping one's policy with most of the emphasis upon the future and not allowing conditions of the moment to shunt one off the main track.

GOING IT ALONE.

BUSINESS, when you come to analyze it, is really one vast co-operative proposition which yields results to all in pretty much the same proportion that each contributes to the labor of producing. Call this idealistic if you like. Call it visionary. But the fact remains that nobody is going to reap for himself alone 100 per cent of the results of anything he undertakes. The harder he strives, the larger his share is going to be. But, willingly or no, he supplies a certain proportion of the momentum which carries the whole business machine forward.

This is a principle that works both ways. If an advertiser has to give, he also receives. When all is said and done, therefor, he gets really more out of advertising than he would if dependent upon his own efforts entirely.

There is a thought here that ought to be distinctly encouraging to the smaller business man, whether he be producer, distributor or retailer. He may be weighted down by the idea that he is so far overshadowed by his larger competitors that for him to poke his head above the stream in an advertising way would be effort wasted. Here, though, is the way it really works out. The big man by his heavy artillery, and perhaps spectacular methods, stirs up interest in the particular kind of merchandise which he may be advertising. He gets people to thinking more about that class of goods. This means that everybody selling such goods is going to be in on a certain proportion of the benefits—and the proportion is decided by the extent to which he hooks up with the situation. A small dealer could camp right down beside the biggest department store in the country and get more business than would be possible if he were located two blocks away.

The mail order houses have been accused of taking much business from the town stores. They have. But also, through widening people's education in merchandise, they have produced more business for the retail store than they ever can take away.

We shall all just have to conclude that advertising, in a manner of speaking, is really a co-operative proposition. The united efforts of advertising of all degrees the country over is what really produces the great wave of demand. Anybody who gets in the way of this wave is sure to get some of the benefits. But the real benefits come to the one who puts forth real efforts himself and thus makes his own business part of the stream.

These are bedrock principles that anybody selling goods should take the time to ponder carefully in these eventful days of reconstruction.

RADIO DEALERS!

Do you want names of makers of radio sets and parts who are interested in selling toy dealers? We have made up such a list and will send it on request.

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Dealers Report on Trade Conditions

Answer inquiry as to how business for 1922 so far compares with last year. Tell when they will be in the market for more goods. Active buying to start at once

TOY buying has been somewhat backward this year and in order to learn when it would be resumed TOYS AND NOVELTIES addressed a letter of inquiry to certain toy dealers, retail and wholesale. The answers printed below show very clearly that there is a large volume of business to be placed this month and next. This buying is already in progress and the toy business of the country should be very active from now on to the holidays. The questions we asked our readers were as follows:

How are toys selling this year so far as compared with the similar period last year?

What classes of toys are selling best?

What lines will you replenish first?

How do your purchases so far this year compare with last year up to June 1st?

How much of your buying is still to be done and when will orders be placed?

Does the foreign situation affect your purchases of American goods, and to what extent?

From the present outlook how will toy business for last half of 1922 compare with last half of 1921?

Are you handling radio goods in your toy department?

If so, are the sales satisfactory, and what price sets sell best?

Bisbee, Ariz.—Toy sales are about the same as last year. Dolls, and children's vehicles are selling best. We will replenish first on vehicles, mechanical toys, toy books and dolls. Our purchases so far this year are 100% less than last. All of our buying is still to be done. We believe toy business this year will be better than last.—P. D. Merc. Co.

Hartford, Conn.—Toys have sold better with us this year. Wagons, velocipedes and games are selling best. We are buying more toys this year. The foreign situation affects us very little, and mostly on dolls. We expect business to be much better this year.—G. Fox & Co.

Waterbury, Conn.—We are selling about ½ as many toys so far this year as last. None are selling well and we will replenish on few lines. Our purchases are about the same as last year. We are undecided when we will place orders. The foreign situation affects our purchases of American goods. We handle radio goods.—Davis & Nye.

Trinidad, Colo.—Toy sales so far are about the same as last year. Kiddie kars, skates and books are selling best. We will replenish first on wheel goods of all kinds. Our purchases are about the same as last year. About half of our toy buying is still to be done and orders will be placed in July and August. Foreign situation does not affect our purchases to any great extent. Toy business this year will be about the same as last.—Jamieson House Furnishing Co. By Harry Joyce, buyer.

Savannah, Ga.—Toys are moving slowly this year. Wheel toys and games for birthdays are selling best. Our buyer goes North this month and will fill in what is needed for the holiday trade. Last year we purchased at the Toy Fair, but have bought very little so far this year. We will use some foreign goods but have always handled mostly American goods. Business in this section is dull at present, but with good crops we look for improvement.—Balfour Hardware Co.

Bloomington, Ill.—Toys are selling in proportion to general business. No special line of toys is selling best. We have already bought practically all our needs. Our purchases this year are fully ⅓ less than last. The foreign situation affects us very materially. It is hard to estimate how the business for the year will be.—W. B. Read & Co.

Moline, Ill.—Toys are selling very well this year. Wheel goods are selling best, and we will replenish on these first. We have purchased 20% more goods so far this year. Will do most of our buying in July this year. In some cases we are compelled to buy foreign goods. Indications are that toy business will be better this year. We handle radio outfits, having just started in this line.—Department A Co., Inc.

Waukegan, Ill.—Toys are selling this year about the same as last. We cannot tell what lines we will replenish first. Purchases this year are about 60% of last year. About 20% of our buying is yet to be done. Will buy more in August or September. The foreign situation affects our purchase of American goods about 25%. We expect business to run about the same as last year.—Rubin's Dept. Store, by A. M. Rubin.

Richmond, Ind.—We are selling about the same number of toys as last year. Talking and walking dolls and wheel goods are selling best. We will replenish dolls and wheel goods first. We have bought the same amount of goods this year as last. We have bought about ⅔ of our requirements and will finish up as soon as possible. The foreign market affects American goods in some lines but not a great deal with us, as we use mostly American goods. The outlook is much better than last year.—Hoosier Merc. Co., Miss Nora Young, buyer.

Indianapolis, Ind.—Toy sales are about the same as last year. Spring toys are selling best, such as tops, balls, sporting goods, etc. We will replenish imported items first if we can. Our purchases so far have been about the same as last year. None of our buying has been done. The foreign situation affects us considerably. Toy business will be about the same as last year.—Kipp Bros. Co.

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Dealers Report on Trade Conditions

Louisville, Ky.—Our toy selling this year so far has been about equal to last. Wheel toys, dolls and new novelties are selling best. Our purchases have been about the same this year on regular toy line, but are far ahead on novelties. Practically all of our orders are placed. The foreign situation affects us only in dolls and some mechanical toys. We expect a small increase in business this year. We handle radio goods. Our sales in radio are satisfactory. The high priced sets and sundries sell best. We expect larger sale on lower priced crystal sets when new broadcasting outfit of the Courier-Journal is in operation. They should sell also very well at Christmas.—The Sutcliffe Co.

Grand Rapids, Mich.—Toy selling is better this year. Large rubber balls, iron taxi cabs, wagons and dolls are selling best. We will replenish first on dolls. Our purchases will be heavier this year. Very little of our buying has been done yet. We expect toy business to be better this year than last.—Herpolsheimer Co.

Detroit, Mich.—There is a decidedly better demand for toys this year. Wheel goods are selling best. Our purchases are running ahead of last year. 25% of our buying is still to be done and we are ready to place orders now. The foreign situation affects our purchases of American goods. We are looking for and building for a decided gain in business this year.—Crowley Milner Co.

North Adams, Mass.—Toys are not selling as well as last year. Wheel goods are selling best, and we will replenish these first. Our purchases so far are double those of last year. 20% of our buying is still to be done and it will be done in June and July. Foreign situation affects us considerable. The uncertainty of delivery on import orders keeps us guessing. We do not expect the volume of business on toys this year that we had last.—Boston Store.

Duluth, Minn.—Toys are selling about the same as last year. Wheel goods, sand toys, and balls are selling best. Our purchases have been about the same as last year. Between $4,000.00 and $5,000.00 worth of our buying in toys is still to be done and orders will be placed in July or August. The foreign situation does not affect us so far. I believe we will have as good a year as last.—Glass Block Store, E. V. McGinty, buyer.

Helena, Mont.—We sell toys during the month of December only. Our purchases are 60% of those of last year. We will place our orders the latter part of July and have about 20% more to place. The foreign situation affects purchase of American goods about 25%. We cannot guess how toy business this year will compare with last.—The New York D. G. Co.

Watertown, N. Y.—We are selling about the same number of toys as last year. Wheel goods, garden sets and sand toys are selling best. We will replenish first on wheel goods and dolls. Our purchases are about 25% less this year. We have bought about two-thirds of our needs, and will buy balance during July. About 60% of our purchases are imports. Expect business will be better this year as people will have more money this fall.—F. A. Empsall Co., Frank Savage, Buyer.

Lockport, N. Y.—Department is only partly open till before Christmas. Educational and popular priced toys are selling best, and we will replenish first on books, games, educational games and novelties. Our purchases so far this year are smaller than last. We are in the market now for the greater part of our needs. The foreign situation cuts out numerous items in American goods. We feel outlook will be better for 1922. We handle radio goods. $10.00, $15.00 to $25.00 sets sell best.—Olson's.

Toledo, Ohio—Our sales increased about 10% this year. General line of toys is selling well and these are the ones we will replenish first. Our purchases so far this year are less than last. About half of our entire buying is yet to be done, which we will place orders within the next month. We carry foreign toys. It looks as though our fall business would be much better than last year.—The LaSalle & Koch Co., Chas. H. Baxter, buyer.

Toledo, Ohio—Foreign dolls are selling best with us and we will replenish first on these. Our purchases are about the same as last year. Very little of our buying is still to be done. The foreign situation affects our purchases very largely. We look for good toy business this year.—Brown, Eager & Hull Co.

Akron, Ohio—Toys are selling better this year. Our purchases will be about the same as last year. We are practically bought up for this year. Foreign situation does not affect our purchases of American goods. We expect toy business to be better this year than last. We handle small radio parts in small quantities.—The Wonder Store.

Circleville, Ohio—Balls and skates are selling best. We will replenish first on dolls. Our purchases are about the same as last year. About ½ of our orders have been placed. 1921 was far from good.—Christ & Mason.

Easton, Pa.—Toys are not selling as well as last year. Talking dolls are selling best and we will replenish first on this line. Our purchases so far are 50% below last year. 80% more of our buying is still to be done and orders will be placed about September. Outlook for toy business does not look good in this vicinity.—Bon Ton Co.

Allentown, Pa.—Toys are selling about the same as last year with best sales in domestic and wheel toys. About 65% of our toy stock is yet to be bought. Our orders will be placed in June and July.—Zollinger Harned Company.

Reading, Pa.—Toys are not selling nearly so well as last season. Books, blocks and games are selling best. Our purchases are far below last year's. Our orders will be placed in August and September. Foreign situation does not affect us much. Both domestic and foreign goods are high priced. Iron toys are a dead issue.—W. L. Wunder.

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Dealers Report on Trade Conditions

Norristown, Pa.—Toys are selling about the same this year as last. Woodenware toys sell best. About ⅓ of our buying will be done during June and July. Foreign situation does not affect our purchases. Toy business will be about the same as last year. Nearly all of our toy business is done at Christmas time.—B. E. Block & Bros.

Pittsburgh, Pa.—Toy selling this year so far is less than half that of last year. Dolls and small wheel goods are selling best. We will replenish lines as required. Our purchases are less than 25% those of 1921. About ⅓ of our toy buying is still to be done, and goods will be bought in August and September. The foreign situation affects our purchases of American goods about half. Toy business will be about ⅔ that of last year.—J. G. Lauer Company.

Philadelphia, Pa.—We take pleasure in advising that toys this year are selling in a larger volume than last year. Lower prices on many lines have stimulated buying. Outdoor summer toys are very good; dolls, also. We look for a continued increase in business during June, July and August, and a large volume of business for the fall and winter months.—Strawbridge & Clothier, H. Landsdowne, buyer.

Charleroi, Pa.—Toy sales are same as last year. Imported toys are selling best. Our purchases so far are about the same as last year. 15% of our buying is still to be done. Foreign situation does not affect our purchases of American goods. We expect toy business to be better this year.—J. W. Berryman & Son.

Bradford, Pa.—Games, books, dolls, trains and moving toys are selling best. We sell toys only November and December. We have not done any buying yet. Foreign situation does not affect us. We expect to sell the same amount as last year.—Boston Store Co.

Providence, R. I.—Toy selling has been very good, a little ahead of 1921. General lines are selling well. We have placed 85% of our orders for 1922. Our purchases in general are 20% less than last year. Some lines have been increased and others we have bought less of than last year. 15% of our buying is still to be done. We are holding these orders for the manufacturers' representatives to call. Foreign situation does not affect us. I believe toys will sell as big as in 1921. The sales in certain lines will be affected by the high prices. There seems to be a limit to the prices you can get in certain items, while on others we can get almost any price. Radio outfits are sold in our electrical department.—Edward J. McGuire, buyer for Callender, McAuslan & Troup Co.

Yankton, S. D.—American made wheel toys and rubber goods are selling best. Do not expect to buy more goods until fall. Our purchases this year have been about the same as last. About 25% of our buying is yet to be done, which will be done in August. Foreign goods are all bought. We expect better business this year.—Fantle Bros.

Sioux Falls, S. D.—Toy sales with us so far this year are much slower than last. Kiddie Kars are selling best, and we will replenish first on these. Our purchases so far this year are about one-third of last year. We will do no more buying until conditions show greater improvement. The foreign situation affects us the same as last year. Toy business this year will depend upon our local crops.—Fantle Bros. Danforth Co.

Charleston, S. C.—Our toy selling so far this year has been about 10% less than last year. The greatest demand is for lower priced goods. Our import lines will be replenished first—such as dolls and mechanical toys. Our purchases have been about 20% less so far this year. We are in no hurry to place more orders. Will wait and see how conditions develop before ordering more goods. The foreign situation affects us only in some dolls and mechanical toys. We believe we ought to have as good a year as last.—Legerton & Co., Inc., S. D. Edwards, buyer.

Austin, Tex.—Our toy sales so far this year are 10% below those of last year. We will replenish sporting goods and dolls first. Our purchases so far this year are 25% less than last. 75% of our orders are still to be placed. Orders are being made up now. Foreign situation does not affect us. We expect toy business to be better this year.—E. M. Scarbrough & Sons.

Dallas, Tex.—Toys are selling about the same as last year. Wheel goods are selling best. We will probably purchase not quite so much as last year. Our toy buying is nearly all done. The foreign situation affects our purchases of American goods very little except in dolls. We expect toy business this year to be very good.—Cullum & Boren Co.

Ft. Worth, Tex.—Toy sales this year are not so good with us. Small and novel toys are selling best. We will replenish first on small toys, walking and talking dolls. Our purchases are about the same as last year. About ½ of our buying is still to be done and we will place orders some time in mid-summer. We believe business will be much better this year.—The Doll Hospital.

Bristol, Tenn.—We sell toys only during November and December. We have bought very few toys so far this year. 90% of our buying is still to be done. Orders will be placed about August 1st. We expect business to be equal to or better than last year.—H. P. King Co.

Huntington, W. Va.—We are ahead of last year so far by a very small percentage. We have bought quite a little more this year than last. About ⅓ of our buying is still to be done and orders will be placed in July and August. The foreign situation affects us very little. Toy business will be better this year.—Anderson Newcomb Co., Ross F. Beckett, buyer.

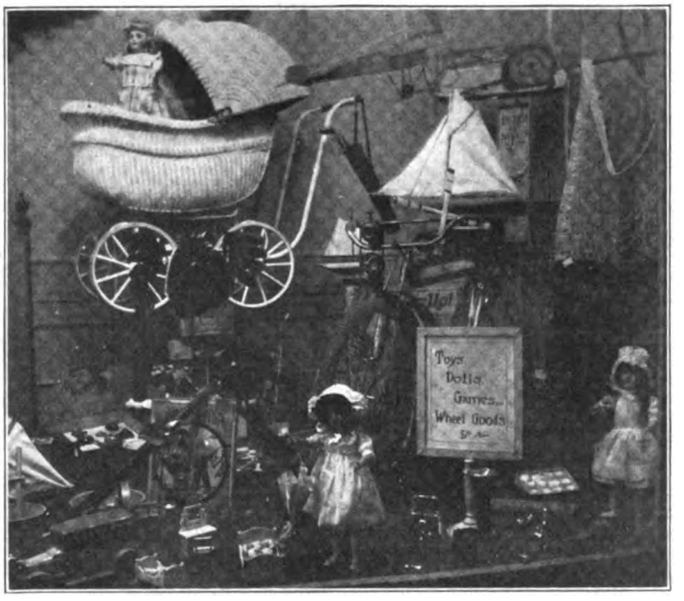
Spokane, Wash.—Our purchases so far this year are far below those of last year. Most of our orders are yet unplaced. The foreign situation affects us very materially. We think toy business as a whole will be better than last year.—Palace Store Co., by R. G. Phillips.

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Toy Departments in Summer

Suggestions from summer merchandising plans in Cleveland and Detroit stores last year

STEARN'S, Cleveland, is one of the few stores that maintain an active toy department all the year around. The entire fifth floor is devoted to toys and dolls, the establishment of the department here being of very recent date. They carry a good line of Frech dolls, but they are very little in demand, even at moderate prices. The objection to German goods has vanished and they buy as freely there as any place when the prices and quality are right. Summer goods, especially of the wheel and sand toy variety are having a good sale and in order to push them more effectively one large window is devoted to them. The large window had cream color walls and garlands of small red roses. Overhead an aeroplane sailed in a circle, and on the floor were several dolls, standing among doll furniture. Yachts and bicycles, sand pails and tennis balls, bats and wheelbarrows scattered through the display all spoke of summer outdoor delights.



Summer toys displayed at Stearn's.

A Fourth of July Window.

Another window, arranged for the Fourth of July, had hung on the wall a large flag, and looped garlands of evergreen, tied with streamers of red, white and blue. On pedestals were shown two large flags partially folded and top of which were placed racks of smaller flags, from which racks also dangled several gayhued Chinese lanterns. Rolls of tri-color crepe paper for decorative purposes, and boxes of paper napkins, and paper dishes, were scattered over the floor—all offering suggestions for comforts and conveniences for a patriotic outing.

Frequently there is a dead wall on one side of the building where a shallow show case can be placed to advantage, or it may be that the store is narrow and little room available for a deep window. At any rate, shallow trims are often desirable, and for an effective summer display it would be hard to surpass the simple arrangement of the Standard Drug Co., of Cleveland. The firm has a large toy and doll department, and are featuring sanitary wash playthings, for the beach or the bath. Accordingly, against the polished background were placed long, narrow shelves, on which were three units of merchandise. The first contained a bath novelty that sold freely—little dolls made of rubber sponges, and dressed in suits of gay red, yellow and green rubber. These dolls went under the name of Cute Kids. The central section showed elephants, donkeys and other animals cut from wood, painted bright colors and mounted on wheels.

At May's Toy Department.

A very interesting toy department, both to children and adults, is that of May's which is located on the third floor. On the wall were large canvasses depicting Jack the Giant Killer, the Brownies, and Red Riding Hood, while on the opposite side was pictured the story of all the characters that go to make up the tale of The House that Jack Built. Character dolls, especially the Indian, and the Jackie Coogan, were being extensively featured.

One large table showed sand boards, on which figures of animals and people were made in fine white sand on a black surface, while around it were pails, shovels and little tin dishes for making sand pies. Mr. Stauffer, the manager, said that an excellent business had been done in these sand toys, though the goods were rather slow moving at first, due to the backward season. A large doll hospital in the rear takes care of all broken and disabled toys and dolls and guarantees to turn them out as good as new. Of much interest to the youngsters is the children's play room, which has a dozen windows, insuring plenty of light and fresh air. Here is a merry-go-round, swings, sliding board, and blackboards, while in one corner is a complete little play house for the children, with little wooden chairs and other furniture. On the wall in the play room are a number of pictures of babies and children in substantial frames, the same being on sale in the art department.

Hot Weather Helps.

If there is anything that will create a friendly feeling for the merchant in the mind of the customer, it is the showing and exploiting of merchandise that will make hot weather more endurable. This was achieved very successfully by the Lion Store of Toledo, O., who showed a big veranda partially floored with a grass mat. At one side was a screen door and a lattice archway covered with climbing roses. At the opposite side were coils of hose. In the center was a table covered with a white cloth, on which was a basket filled with oranges, lemons, grape fruit, and bottles of grape juice, lime and loganberry

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juice and ginger ale; while a smaller basket on the floor held similar fruits and juices. A small girl in white was reaching for an orange on the table, and behind her was a larger girl holding a bowl of fruit punch. Tall hollyhocks were set in the background, and a large card suggested "Hot Weather Helps."

Summer Toy Departments In Detroit

A very-much-alive toy department is maintained by the J. L. Hudson Co., Detroit. The decorations on the wall,



Sanitary wash playthings displayed by Standard Drug Co., Cleveland.

which are arranged to appeal especially to children are changed each season. Last summer, in order to present a cool appearance, they were in pastel tones, and showed children enjoying all manner of outdoor sports. In the fall the large room is redecorated in more vivid tones.

Newcomb-Endicott's Displays

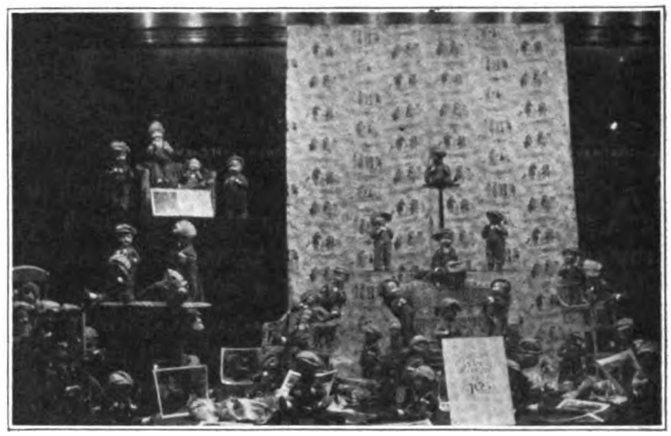
The Newcomb-Endicott Co. have a large toy department on the third floor adjacent to the house furnishing department. At the entrance is a large tent with the sign "Next-to-Nature Play Villa," with the flap turned back to show small table, chairs and dishes inside, and a little victrola rendering selections. The Jackie Coogan doll was featured extensively by them, and close by were books and magazines for summer reading. Three tables were set for childrn's out door parties, with paper napkins, dishes and cups, and paper souvenirs of flowers and cut-out animals. In order to increase the sale of the dolls they arranged a window full of them. In the background was a large panel of flowered cretonne, and scattered through the window were pictures showing scenes from Peck's Bad Boy, the youthful star's release of last summer. On the floor, and on shelves and pedestals were shown a score of the little dolls in the cap and sweater affected by Coogan in several of his pictures.

Cunningham's have a large toy section on the main floor, adjacent to the soda fountain. Novelties are mostly featured at this season, and the popular Bang Bird was being demonstrated extensively.

At Crowley-Milner's

The Crowley-Milner Co. had an excellent manner of calling attention to goods on which there was a special sale. Wishing to close out their summer toys in preparation for placing the fall stocks on the shelves they arranged an attractive window showing several baby gates hung on the wall, and on a pedestal a see-saw upon which were poised two large dolls dressed as children. From the board hung several baby swings. In the center of floor was a baby pen, with rubber and celluloid toys inside, and a garden seat just high enough for the little ones. The display was completed by a sprinkling can and a number of little spades, hoes and rakes. While a large card by the pen announced "Summer Sale of Children's Playthings."

They also took occasion to announce that this sale in the daily papers, with cuts and prices of a number of the articles. Customers on entering the store were greeted by signs placed at frequent intervals "Summer Toy Sale on the Fourth Floor." In the department itself large cloth banners about three feet in width were hung the entire length of the department, upon them being printed "Summer Toy Sale." Carr Whipple, advertising manager, explained that frequently stores spend good money on newspaper advertising and window displays, but when the customer enters the store there is nothing to show that a sale is in progress or where it is being conducted. Many walk out rather than make inquiries, but with these big signs



Featuring Jackie Coogan doll at Newcomb-Endicott's.

staring them in the face they head straight for the sale for which they had come. The sale was further advertised by having living children in the window on Saturday before the sale, amusing themselves with the toys and appliances which were to be offered at special prices the following Monday.—W. B. S.

Another Recommendation.

Golf not only improves your general health, but enables you to understand the jokes in the comic weeklies.—Minnesota Star.

Fashion Note.

The newest complexions are of a deathly pallor, declares an observant chronicler of society ways. So the rose-cheeked girl will now be more than ever "outside the pale."—Eve.

A Long Drop.

An aerial wedding took place the other day 3,000 feet over New York. Lucky that the bride did not change her mind at the last minute and throw her fiancé over.—London Opinion.

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Steele-Smith's store of Birmingham, Ala., has opened the above "serve yourself" toy department. The turnstile entrance and cashier's desk are shown in the rear.

A Cafeteria Toy Department

AND now comes the new plan of selling toys in a "Serve Yourself" department, very much like the cafeterias which infest the west and the grocery stores which literally pepper the South.

Steele Smiths Department Store of Birmingham, Ala., has installed the self service plan in twelve departments, and one of them is the toy department. Six of the self service "stores" are given over to hardware, housefurnishing goods and toys, the other six are devoted to men's wear. boys' wear, women's underwear, piece goods both white and colored, and house dresses.

"It was only after much thought and figuring that we decided to install the self service in the toy department," said Mr. A. W. B. Johnson, manager and owner of the store. "There were special conditions to take into consideration before we could think of making the change. One of them was the awkwardness of handling the toys and another was the possible high percentage of breakage that might result from leaving the shoppers of tender age free to roam over the department, especially if they were unaccompanied.

"In eliminating the awkwardness of handling we placed the heavy objects as conveniently as we could and detailed the floor walker to assist in case of necessity. With regard to the high percentage of breakage we just took a chance and so far we have not regretted it."

The arrangement of the self-service toy department is most convenient because it is so entirely simple. There is an oak railing waist high around the floor space and the tables and counters are ranged around inside of it with a row of double deck counters down the middle. The goods is displayed on these counters and tables. There is a turnstile for entrance into the department and another for exit with the cashier's desk stationed between the two. The cashier, wrapper and salesgirl combined is the only employee who has anything to do with the merchandising end in the toy department and she is entirely responsible for every piece of goods that is sold. She sits facing the department which she overlooks from a slightly elevated position, making it possible for her to see what goes on and reducing the possibility of loss by theft.

"Our reasons for installing the self service plan in the stores have to do with the possible profits to us and to the customer as well as the psychological effect that a store run on this plan has on a certain class of customers," said Mr. Courtney advertising manager of the store.

Reduces Expenses.

"First, we have been enabled to reduce the expense of running those departments until it is possible for us to reduce the prices on every article from ten to twenty-five per cent and at the same time make a larger profit than we did before. With one stroke we have raised our own profits and lowered the expense of our customers.

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"Another and even more important thing we think is the effect on the customer. Our store is one of the thousands which cater to people living on small salaries and wages. That class of customer has, as a rule, determined what he can spend for an article before he enters the store. He knows just what he can afford and he is going to try to keep within it. It embarrasses him and wastes the clerk's time if one urges him to buy a more expensive article than the one he has planned to buy.

"So we decided to put the goods out there and let the people look around and choose for themselves. Up to the present time we have found the plan entirely satisfactory."

FOREIGN BUYING BECOMES MORE DIFFICULT

Also Less Advantageous According to Vice President of Big Milwaukee Store

Milwaukee, Wis.—Carl Herzfeld, vice president of the Herzfeld-Phillipson Co. which operates the Boston Store here, has returned from an extended tour throughout Europe. Mr. Herzfeld made the trip with the express intention of analyzing the economic situation in Europe from the standpoint of the American retailer who is in the market to buy over there on a large scale. The itinerary of the European trip included visits to England, France, Germany, Switzerland, Czecho-Slovakia, and Italy.

Regarding conditions in Europe as seen by an observant American buyer, Mr. Herzfeld made the following report:

"As as result of my tour through France, I came to the conclusion that French prices are extremely high. Neither merchant nor manufacturer seems to have liquidated prices and stocks. Buying in France is almost impossible.

Effect of Value Fluctuations

"Germany is gradually coming up in prices of commodities, owing to the uncertainty of raw materials, the coal shortage, and the constant demand of labor for more marks. Understand, however, that the demand for more marks does not necessarily mean a demand for higher wages, because of the fluctuation in the "Valuta" as they call it over there. The fluctuation in the price of exchange is such that the uncertainty of the value of the mark is responsible for increased demand for more marks by the workers. Prices are going up, and buying is becoming more difficult.

"There seems to be only one solution for the difficulties in which Germany finds herself. This solution involves a foreign loan to Germany, and this loan can come only from the United States. Whatever idemnity reduction is made will help Germany and also the rest of the world, because the reparation money now being made is helping no one.

"The English market is comparatively small for American buying, but is in a position to deliver, though at prices none too cheap.

"There is a sincere endeavor on the part of the European countries to get back on their feet, which is a great deal more noticeable in Germany than in any other European country. The Germans are working might and main to build up their shattered industry and commerce. They are bringing into play all their scientific knowledge to reconstruct the country, and the ordinary classes are working and saving with their customed thrift. The country as a whole is working might and main, and although taxation is almost unbearable, yet, the average citizen does his duty like a good soldier."

Mr. Herzfeld also stated that general Europe at the present time does not offer the advantages to the American buyer which one might be led to think it did. In some articles, especially those which were always cheaper over there than here, the European market is still a good buying ground, but with the general stiffening of exchange, and the gradual stabilization of industry, it will be found that Europe is not the trading center which some buyers believe.

TOY MANUFACTURERS TO MEET IN VERMONT.

The Toy Manufacturers of the U. S. A. Inc., will hold their summer meeting at Manchester, Vermont, July 20 and 21. A large circular announces the meeting and promises no end of fun to those who attend. A play on words introduces the catalogue of woodland delights which await the members. "Woof! Woof! Hear the Birch Bark," it says. Then follows a list of the things "we're going to do." These include golf, riding, fishing, swimming, tennis, mountain climbing and indoor sports.

Concerning the latter we are told:

"An eat-fest supreme—big feed in Nat Cass's lumber camp—a place like you see in the movies—big logs, flannel shirted lumber jacks, buzzing saws—and everything—with fun and food for everybody.

"Also a regular 'how-dy-do' banquet in the big hotel—and a real old fashioned dance—fiddle and all.

"Leo Schlesinger will give a grand prize—an enamelled cigarette case—for something. We don't know what yet—but it will be a free 'for all' and everyone will have a chance. 'Billie' Ritchie has promised that the honor of the New Bedford Whaling Fleet will be defended by a prize that every delegate will want to compete for. A prize will also be given to the member coming the longest distance."

All members are urged to be present.

Partly Furnished.

For Sale—Sacrifice 7-room California house partly furnished, lot 40x160. Price $3,000 (including 4 lady boarders). $1,000 cash, bal. easy terms. ——— ——— St., take Garvanza car, off York Blvd.—Classified ad in the Los Angeles Times.

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PRESIDENT BOOSTS TARIFF PROTECTION.

Extracts from President Harding's Speech Before the United States Chamber of Commerce at Its Convention in Washington, D. C., May 18, 1922.

"I know you are interested in world restoration. So is your Government. But I beg to remind you we must always be right at home before we can be very helpful abroad. We do not mean to hold aloof; we want to play a great nation's—aye, a great people's—part in the world. I do not know of anything that would help more than to give the world an example of a commercial nation with an abiding conscience. I wonder if you understand just what I mean by that. Let me give you one example.

"We are having the problem of tariff legislation. It is not an easy task. I am sure you know where I stand, because I have spoken officially to Congress. I believe in an American industry first of all in the world. I do not want American industry destroyed to build up some other in foreign lands.

"An illustration was brought to the attention of some members of Congress the other day of imports being brought into the United States because of conditions in the old world. Let me take a hypothetical figure. Imports were brought in, and with the tariff added on a single article. the first cost of which was, we will say, 25 cents, the article was priced to sell to the American consumer at $5. That is a commerce without a conscience.

"You cannot be astonished that there is complaint from both American producer and consumer. You cannot afford to destroy American industry to facilitate an importing trade like that. You cannot afford to have international exchanges of a destructive character.

"We want to trade with the world. I believe it is possible to trade with the world without any destruction of American productivity. I wish for such an arrangement. Let us sell things that Americans can produce advantageously to those who cannot produce them. Let us buy the things that they have to sell to us and which we do not produce.

"While we are marching in that procession, it is always wise to keep in mind those who have difficulty in maintaining the pace, and the forward moving army must be one of contentment and continued good fortune. If we may have in America conditions under which men may produce and enjoy life with something of luxury as well as the necessities, we shall have a contented citizenship, and out of a contented citizenship comes patriotic citizenship."

Italy Has the Same Problem.

New Servant—"So it is understood. I have my theater, my tea, my receiving day."

Mistress—"Will it be necessary for us to teach you to play the piano?"—Il Numero (Turin).

Why the Motorist Wins.

"More persons are killed by motor cars than by airplanes," says a technical journal. It is only fair to point out that motorists have had much more experience and practice than aviators.—Punch (London).

TOYS AND SCIENCE.

In the Seemingly simple Action of Some Toys There Are Plenty of Scientific Principles to Study.

The top season is once again in full swing, says "T. G." in the LONDON DAILY MAIL. Why boys spin peg tops in the spring is one of those puzzles which science has perhaps not troubled to investigate; yet it was while watching a small street boy whipping a top upon the pavement that it occurred to me how large a part the top has played in the scientific world.

The earth wobbles as it spins around the sun. The motion is very slow, but it is believed that it is this wobbling motion which caused the Glacial periods, during which the Polar ice came grinding down as far south as London.

The late Lord Kelvin frequently illustrated this motion of our planet by the aid of a spinning top.

There are three phases in the spinning of a top. In the first, it spins violently in small circles and rises to an upright position; in the second, it "sleeps," spinning motionless in one spot; in the third, it begins to wobble, and it is this third movement which so capitally illustrates the gyration of the earth.

Later on in the year the flying of kites is a most popular pastime. So long ago as 1749 a Scottish doctor, Alexander Wilson, first made use of a kite in meteorology by sending one up with a thermometer attached to the tail.

Then came Benjamin Franklin's famous experiment in collecting electricity from the upper air by means of a kite string; and since then the kite has become indispensable to weather experts. The meteorologist relies almost entirely on kites to find out what the weather is doing a mile or so above the surface of the earth.

The kite has played an equally important part in aeronautics. Professor Langley, Lilienthal, Pilcher, and all the early experimenters worked with kites, and it may be said that the invention of the box-kite was the first great step towards man's mastery of the air.

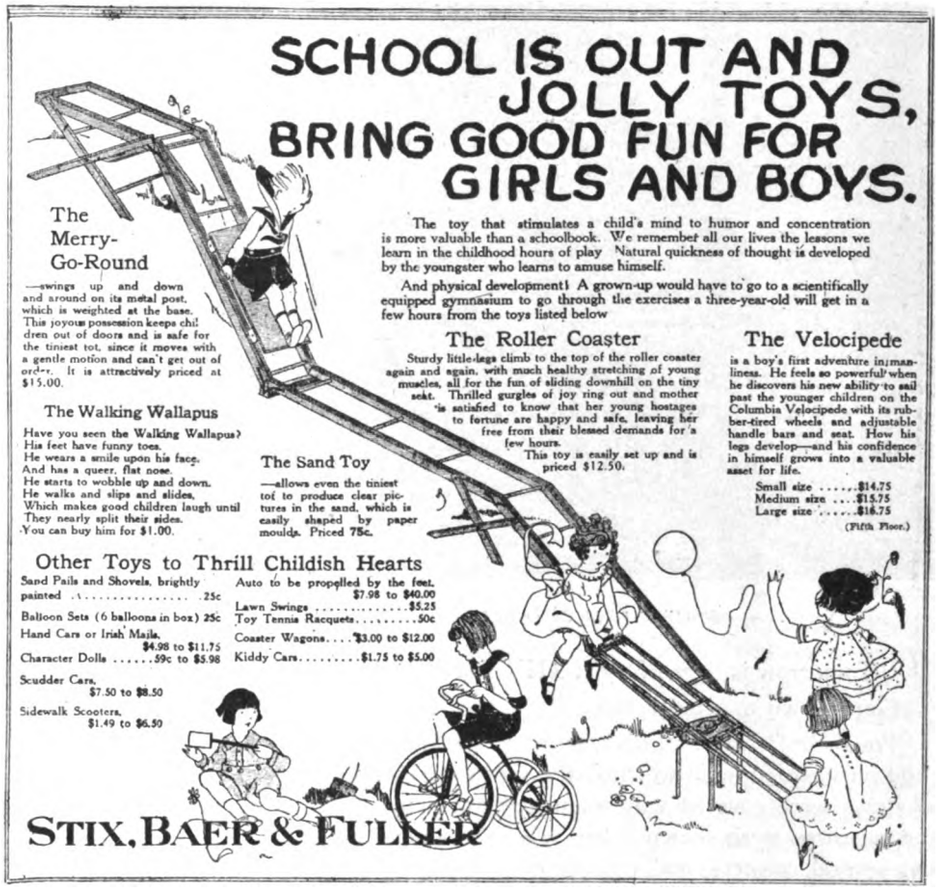
Children blow soap bubbles for amusement, never thinking that these lovely, irridescent globules give the scientist an opportunity for examining matter in its form of finest division.

A very pretty experiment in acoustics can be achieved by the use of a child's tin horn. Tie a sheet of thin paper firmly over the big end, hold the horn so that the paper is level, scatter over it a little fine sand or lycopodium powder, then sing a note into the horn. You will find that the powder has formed itself into an intricate geometrical figure. It was in this way that the first voice pictures were obtained.

Men of science lecturing to mixed audiences often have their tables covered with objects generally used in playing games. Billiard balls, for instance, children's india-rubber balls, toy balloons, and the like. In the course of such lecture Lord Kelvin once rolled two billiard balls together, then asked his audience what caused the click, and presently explained that the sound was made not by the impact of the two ivory surfaces, but by the air getting away in such a hurry.

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Clever advertisement of St. Louis firm that reflects the playtime spirit.



Summer Toys for Girls and Boys

Season when out door toys are in the foreground. Breezy advertising and "happy idea" displays will sell the goods. A few suggestions.

SCHOOL IS OUT AND JOLLY TOYS,
BRING GOOD FUN FOR GIRLS AND BOYS.

The toy that stimulates a child's mind to humor and concentration is more valuable than a schoolbook. We remember all our lives the lessons we learn in the childhood hours of play. Natural quickness of thought is developed by the youngster who learns to amuse himself.

And physical development! A grown-up would have to go to a scientifically equipped gymnasium to go through the exercises a three year old will get in a few hours from the toys listed below.

In this manner Stix, Baer & Fuller, St. Louis, Mo., call attention to their summer toys. The ad pictures a group of happy children enjoying a roller coaster, velocipede, merry-go-round, and all kinds of sand toys. Each of these is described in a fascinating manner, and occasionally the ad breaks into verse, as in the case of

THE WALKING WALLAPUS

Have you seen the Walking Wallapus? His feet have funny toes.

He wears a smile upon his face and has a queer, flat nose.

He starts to wobble up and down; he walks, and slips, and slides;

Which makes good children laugh until they nearly split their sides.

You can buy him for $1.00.

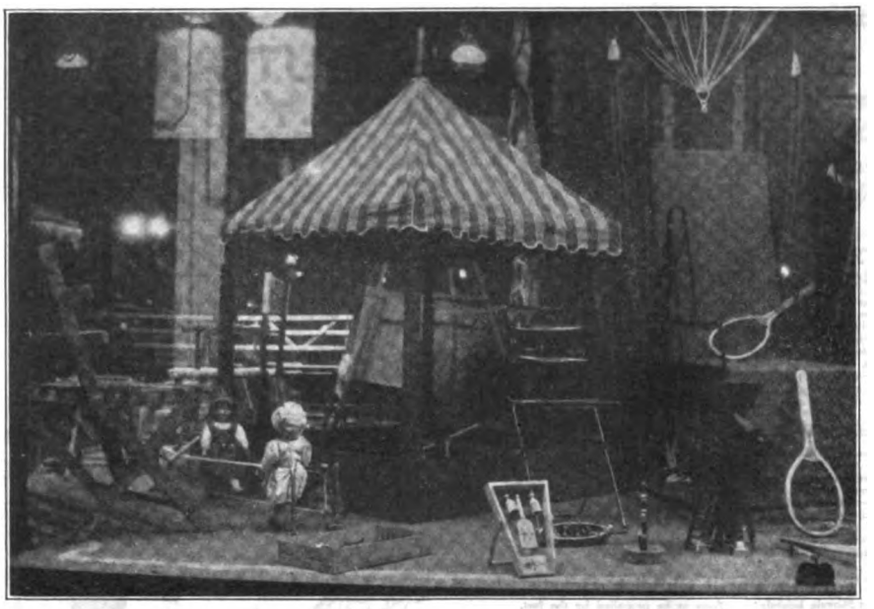
A display of this toy, along with the Quaddy ducks, and the jointed daschund, with a big card containing the above verse helped to sell many of them.

This is the season when all kinds of out of door toys should be featured both in the windows and newspaper advertising. Pictures help wonderfully in ads of this kind, for while the children don't read much of the printing, they do take note of the pictures. The Emporium, San Francisco, Cal., recently ran a half page ad adorned with pictures of children on coasters, velocipedes, tricycles, and juvenile autos, each picture accompanied by a funny little dog. Their snappy ad read:

YOURS FOR SPEED!—THE EMPORIUM

Realizing the whirl we live in nowadays, we have arranged a wonderful assortment of "things that go" for boys and girls and young folks—regular "whiz bangs" on wheels. What boy doesn't want a scooter, an auto, a coaster, or something like that? What girl doesn't want a tricycle, or something to ride about in and enjoy the fun?

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Summer toys at Gimbel's, Milwaukee.

Tomorrow is Speed Day at THE EMPORIUM.

Come down to see the fun.

"Tomorrow" was Saturday, so of course hundreds of children were on hand to enjoy the sports. Three of the windows were covered with simulated grass and cement and on these were shown a fire wagon, a juvenile auto, and several coasters, and velocipedes manned by models of youngsters in play suits. Up in the big toy room there was a space cleared the entire length of the room and roped off in approved arena style. Here there were races of autos, tricycles (for girls), velocipedes, coasters, and what probably aroused the most enthusiasm among the crowds of spectators, the race on sammie-kars for the littlest ones. The children brought their own cars and entered them in the race, and where there were too many entries in any class, as in the case of coasters, they were raced a half dozen at a time, the winners in each heat contending in a grand race for the prize. These prizes were all merchandise from the toy department and helped to advertise the stock. Wheel goods of all descriptions were shown in tempting array on both sides of the race track and after the regular races were over any child was allowed to practice with one of the store cars on the track. E. L. Cohen, manager of the department, said that the children made free use of the department any day in the year and that because it was a "friendly store" they came and brought their friends and incidentally made the greater share of their childish purchases there.

"Backyard Toys" for Little Folks.

Gimbels, Milwaukee, Wis., are ever on the alert to increase their toy trade, and one of their most popular plans for interesting the "younger set" was their offer of a toy automobile license free with the purchase of a coaster wagon, velocipede, toy auto, hand car or fire wagon. Every license tag bore a different number, with the name "Kiddyland Coaster." They likewise featured "Backyard Toys" for the little folks who could not be trusted to brave the perils of the streets with their older brothers and sisters.

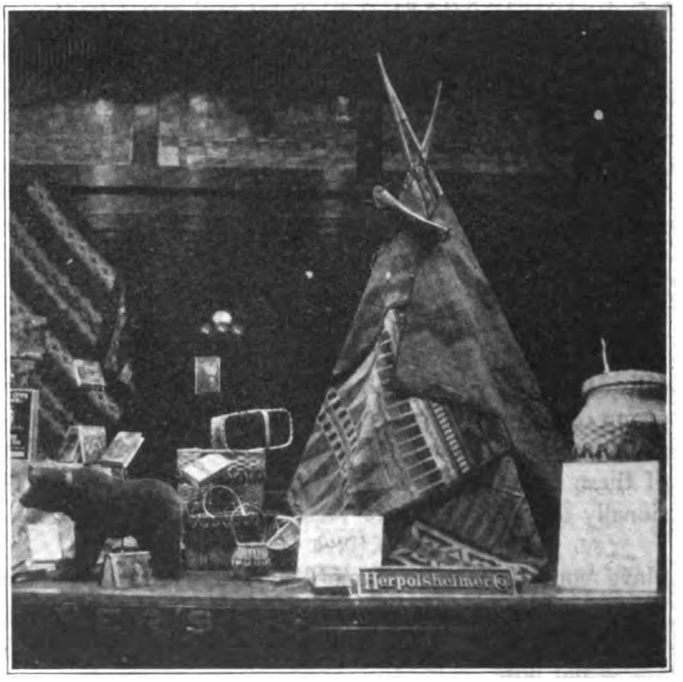
One of their big corner windows showed a large sand box six feet square. It was painted green, about eight inches high—just enough to prevent the sand spreading all over the yard. There was also a gay striped canopy overhead to shield the little heads from the hot July sun. Sand toys of all descriptions were scattered about. There was a box holding tin dishes of various shapes; tin pails; sets of shovels and spades; and several Sandy Andys. There was a miniature tennis set with dolls as players; and gay rubber balls large and small. The older folks were not forgotten, as there was a bench and a canvas back chair where mother could bring her sewing or a book in order to keep a supervising eye on the activities of the kiddies.

"Raise a shout; school is out; study's at an end,
So come away without delay to the land of Let's Pretend."

This is the way in which Herpolsheimers, Grand Rapids, Mich., heralded the summer opening of their toy department. The ad showed a group of happy children flinging away their books and chasing rabbits and butterflies.

All Kinds of Play Suits to Play "Pretend."

"Let's pretend is a game all children enjoy, so in their advertising, their show windows and in their toy department they featured children's play suits which enabled



Indian suits and accessories for boys and girls. Exhibit at Grand Rapids, Mich.

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the youngsters to "pretend" that they were Indians, cowboys, firemen, policemen or soldiers. The girls could be Indian maidens, cowgirls or nurses. In order to call special attention to their Indian suits and accessories they showed in one of their windows an actual Indian, in paint and feathers, engaged in the peaceful occupation of basket weaving. Around him were a number of the completed baskets, which found ready sale—the coarser ones for lunch baskets, and the finer one for May baskets or work baskets. At the end of the window was an Indian tepee, with a small canoe slung from the top. In the evening when the Indian was dismissed, additional baskets were placed in the window, together with bears and other animals, birch canoes and bows and arrows. There were also, for rainy days, books on scouts and Indians, and cards of paper dolls with cut-out Indian suits.

"Keep the Children Out-of-Doors."

Robinsons, Los Angeles, Cal., said:

KEEP THE CHILDREN OUT OF DOORS.

Out in the health-giving air and sunshine.

Here are the things that will help them to pass the hours delightfully: They then went on to quote roller skates, kiddie kars, velocipedes, coasters, teeter-totters, sand toys and other equipment and toys, with prices. They arranged a window "Spring in Southern California" that sold many toys and play suits, which they advertised at the same time. The window had a mat of thick grass and in the background was a big palm. Near the tree was a teeter-totter painted red. At the other end was a big toy elephant on wheels, which a small boy was riding, while a somewhat larger boy was pulling the beast by stout cords. Both of the lads wore wash suits and plain sailor hats.

Big Sign Points to Basement Toys.

Whether the toy department is on the top floor or in the basement it should be easy of access. Herpolsheimers, Lincoln, Neb., have their big basement devoted to Kiddie-



land. There is an entrance from the main floor, but there is also another from the street. This latter entrance is on the side, and in order to give it due prominence there is a sign on the wall, with a huge hand six feet long, pointing downward, and the words "Toys in the Basement." There is no getting away from this sign—it can be plainly read from the opposite side of the street. Drawing special attention to the department there is a large window next to the sign, which is kept constantly filled with an interesting display of toys. This window is especially valuable when there is a sale, as in that case it is filled with particular article or line that is offered at reduced prices, and people who would otherwise merely pause to admire, are confronted with the big hand "Toys in the Basement" and knowing just where to go, and the room being so easy of access, their steps turn almost unconsciously basementwards.—W. B. S.

CONTEST FOR MARBLE SHOOTING CHAMPIONSHIP.

Boys of 14 Compete at Jersey City. Buster Rech Wins Over Michael Troiano.

THE New York correspondent of the "Daily Mail" states that the sporting instincts of Americans were aroused to a high pitch of enthusiasm by the staging at Jersey City of a boys' national tournament to decide the "marble shooting championship of the world." Michael Troiano, 14, the champion of Washington, journeyed from the capital on the invitation of the Mayor of Jersey City to test his skill against Charles "Buster" Rech, a boy of the same age, who was recently acclaimed champion of New Jersey.

More than 3,000 boys witnessed the tournament, while bands played and picture men filmed the various stages of the game. It is estimated that tens of thousands of marbles changed hands in the course of the day, as boys all over the country were betting on the result.

The Superintendent of the State playgrounds laid out a circle a foot in diameter, placed 10 marbles inside it, then he marked off the first shooting line 20 ft. away. Through a megaphone the rules were announced.

The slim, black-haired challenger lifted his right foot off the ground and shot his "taw." A moment later the defender with his first shot sent one of the 10 marbles rolling out of the ring. He thus became "poison," and was at liberty to shoot at Troiano's "taw."

Amid shouts the contestants for 15 minutes maneuvered with extraordinary skill for position. Then "Buster" Rech sent the marble of the Washington boy spinning across the ring and won first game.

In the first stages of the second game Troiano outplayed the challenger magnificently. "Buster" was in desperate position when from a distance of 15 ft. he hit his opponent's marble with a resounding smack and was proclaimed champion of the world.

"Buster" shot with the knuckle and Troiano with the thumb nail, and the result is held to establish the superiority of knuckle shooting. Newspapers today devote as much space to describing the match as to describing a prize fight. The winner was formally presented with a silver cup, which he will probably have to defend again, when a New York boy will contend for the world honors in Central Park.

The loser ascribes his defeat to a swollen hand due to excessive handshaking, while being entertained as the guest of Jersey City.

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OUTLOOK STEADILY IMPROVING

Dry Goods Association Finds Much Encouragement in Increasing Volume and Unit Sales of Retail Stores—Tendency Toward Stabilized Prices

ANALYZING the business situation in the light of the complete Federal Reserve reports for April and taking into consideration the general industrial revival and farming improvement, the National Retail Dry Goods Association finds that the outlook is steadily improving.

The report lays stress on the actual gain in sales volume and in number of unit transactions which was made during the month of April. Department stores, it is stated, made the greatest gains.

The report in part is as follows:

As compared with April of last year, the figures assembled on April 30 in the 12 Federal Reserve districts from 461 department stores showed a decrease in sales values of only .6 of 1 per cent. Since April, 1921, practically all prices of merchandise in department store lines have markedly declined, so that the actual sales volume, as well as the number of sales transactions, made large gain in April, 1922. Some, but by no means all, of these gains are attributed to postponement into April of much of the March trade because of bad March weather and also to the coming, this year, in April of Easter, a potent seasonal buying factor.

"By classes of retailers, the greatest gains were made by department stores and the greatest declines in sales volume by mail order houses. Not only did the department stores increase 9.6 per cent over March, 1922, but they gained 2.2 per cent over April, 1921. Mail order houses dropped 7.2 per cent below March, 1922, and 2.1 per cent below April, 1921. Increasing business is noted in 5 and 10 cent chain stores, and grocery chains gained slightly more than 1 per cent during April as compared with the month preceding. Chain drug stores fell off in April a fraction of 1 per cent from March.

Advance Is Substantial But Not Spectacular

"The increased stability of prices, noted in the association's May Review, embracing trade conditions covering the spring season, has since been noted by the U. S. Department of Commerce and the deduction is drawn that very encouraging auguries are warranted from the fact that business is advancing in less spectacular but more substantial manner.

"Numerous factors have combined to force this broad conclusion. The decrease in failures, noted in the May Review of Trade, continues. From May 1 to May 31, they dropped to 1,960 as compared with 2,167 during April with liabilities of only $44,402,886 as against April's total of $73,058,627. This is a reduction in number of 9.5 per cent and in amount of about 40 per cent.

"Building activity, as reported by the Bureau of Economics of the National Lumber Manufacturers' Association June 1, is nearly double the normal volume—199 per cent, to be exact. The significance of this revival extends beyond the satisfaction of the nation's urgent need of housing of all kinds and, as applying to one of the key industries, is significant of wide release of funds and greatly increased confidence in the future. Taken in connection with April lumber shipments 18 per cent above normal, 256 per cent increase in bank clearings and 60 per cent increase of capital authorized for new corporations, it constitutes evidence that the country is returning to its stride in varied fields of production and trade.

Living Costs Becoming Stable

"Latest figures assembled by the National Industrial Conference Board show a tendency toward stabilizing living costs, with clothing rising very slightly in price from the low level remarked in recent reports on clothing having reached rock bottom, issued by the National Retail Dry Goods Association. To quote the National Industrial Conference Board:

" 'On April 15, 1922, the cost of living was 54.8 per cent above what it was in July, 1914. This represents an increase of less than one-tenth of 1 per cent since March 15, 1922. The only change in the entire budget within the month was a slight increase in clothing prices which had an insignificant effect on the budget as a whole. Dealers are of the opinion that there will be little or no change in clothing prices within the next few months and real estate operators report the same regarding house rents. The future price of coal for domestic use is said to depend largely on the outsome of the present strike on both the anthracite and bituminous fields.' "

PERSONNEL OF ZELLER-LACQUER MFG. CO.

There have been many rumors circulated among the trade during recent weeks to the effect that the Zeller-Lacquer Manufacturing Company were interested in one way or another with another company manufacturing the same type of products. Mr. Hugo Zeller wishes it to be understood that there is now absolutely no connection, either financially, personally, or otherwise, between any individual now in the Zeller organization and any other lacquer manufacturing company.

It will be remembered that the Zellers at one time were actively and financially interested in the Egyptian Lacquer Mfg. Company, Dr. Gustavo Zeller being its founder, but since the Zeller Lacquer Manufacturing Company was formed by the Zellers and other executives of the Egyptian organization, they have sold out their interest complete so that, today, there is positively no connection whatsoever between the two concerns.

To be sure, the Zeller Lacquer Manufacturing Company is today made up entirely of the same experienced executives and workmen, who for years comprised the Egyptian organization but there the connection ends. It is hoped that this explanation may serve to clear up any misunderstandings which have lately existed thoughout the trade.

When a Father Is Not a Father.

Dispatch from Albion, Michigan:

" 'Father' Clancy dead at 91; left twelve children." The "Father" Clancy mentioned was an Episcopalian minister. That brings to mind a "true" story told us by a Protestant pastor of a neighboring town. He was rather new in the place, and his clerical dress resembled that of a priest. As he passed several little Catholic boys on the street, some of them tipped their hats and said in a chorus: "Good evenin', Fader." The minister had hardly passed when one of the youngsters who had not touched his hat turned on the others in disgust with: "Fader! He's no Fader; he's got tree kids." —The Witness.

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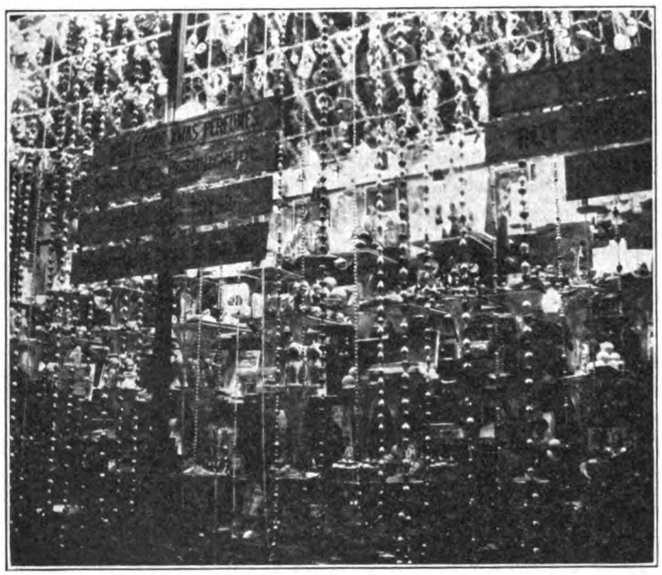
A NOVEL DISPLAY OF GLASS BALLS.

By Felix J. Koch.

VARIETY is not only the spice of life—but of trade as well. The novel window—the window that is different from all other windows in the locality handling wares of the same sort—is the window to arrest the eye of the passer; bring him closer for inspection; bring him inside the store to see the objects emphasized by it and then many others; and, with price and service right, to win his steady and usually remunerative trade.

Basing his expenditure of time to achieve the results desired on these facts, the window-trimmer of a leading five-and-ten-cent store of Cincinnati, brought no end of buyers into his emporium through the use of brilliantly-colored glass balls for Yule-trees in a rather novel wise.

Odd moments, when trade was dull at certain counters in the store, or in the shipping room downstairs, em-



ployees were asked to lend a hand, joining strands of balls (there are usually six or twelve balls to a cord, as these come from the factory). Cords were united in this way to form a long "string" of the balls which would reach from the top of the show-window almost to the base.

These cords then, as completed, were placed in a row across the front of the window, forming what might well have been mistaken for a highly-colored Japanese screen.

A small electric fan, concealed among the wares behind this screen, played the strands back and forth behind the windowpane; the motion, of itself, serving to attract the passers' eyes. By night hidden electric lamps above the window flooded rediance on the strands and served to catch such eyes as well.

Behind the curtain of the balls, wares of varied sorts were exposed in more usual fashions. People passing might not otherwise have paid much heed to these.

The brilliant shades of the balls, their colors mingled on purpose—their gentle swaying, their flashing their shades almost as a kaleidoscope would into the eye, as result of this motion, arrested the attention instantly, bringing pedestrians closer to inspect the display. Coming near and catching full effects of the riot of color, these folk went inside to buy the balls. The balls were sold far at store rear. One saw many bargains on the way to and from the counter.

It need hardly be added, in consequence, that not only did the window sell no end of balls for Christmas tree and similar decoration, but it sold no end of still other wares beside.

TOY IMPORTS AND EXPORTS FOR MARCH.

Statistics Furnished by the Toy Manufacturers of the U. S. A., Inc.

The following is a condensed statement of the imports and exports of toys during March, 1922:

	Dolls and parts of.	All other toys.	Mechanical toys.	Total.
Exports	$ 8,323	$ 85,698	$3,977	$ 97,998
Imports:				
Germany	$71,233	$350,581	.....	$421,814
Japan	5,386	19,363	.....	24,749
Other co'ntries	676	88,187	.....	88,863
Total	$77,295	$458,131	.....	$535,426

Imports and Exports March, 1921.

The following is a condensed statement of the imports and exports of toys during March, 1921:

	Dolls and parts of.	All other toys.	Mechanical toys.	Total.
Exports	$ 3,113	$ 88,345	$11,005	$102,463
Imports:				
Germany	$46,358	$219,106	.....	$265,464
Japan	12,016	60,729	.....	72,745
Other c'ntries	7,543	91,298	.....	98,841
Total	$65,917	$371,133	.....	$437,050

Imports During March, 1914.

	Dolls and parts of.	All other toys.	Mechanical toys.	Total.
Imports	$43,463	$377,816	.....	$321,279

Imports and Exports Three Months 1922.

The total imports and exports during January, February and March, 1922, were:

	Dolls and parts of.	All other toys.	Mechanical toys.	Total.
Exports	$ 31,114	$ 171,925	$10,877	$ 213,916
Imports:				
Germany ...	$134,740	$ 779,017	.....	$ 913,757
Japan	20,610	96,615	.....	117,225
Other c'ntries	2,672	186,334	.....	189,006
Total	$158,022	$1,061,966	.....	$1,219,988

Imports and Exports Three Months 1921.

The total imports and exports during January, February and March, 1921, were:

	Dolls and parts of.	All other toys.	Mechanical toys.	Total.
Exports	$ 29,462	$432,553	$61,909	$ 523,924
Imports:				
Germany	$100,313	$488,757	.....	$ 589,070
Japan	45,123	194,677	.....	239,800
Other c'ntries	16,128	308,368	.....	324,496
Total	$161,564	$991,802	.....	$1,153,366

Where the Fighting Lingers.

With the withdrawal of the American troops from the Rhine, it would seem that the war is over for all except those who married to avoid the draft.—Our Navy (Washington).

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THE JAPANA GIFT SHOP.

Novelty Shop at Grand Haven, Mich., Shows Cleverness in Attracting Trade.

We're going to have a party,
'Twill be lots of fun;
Your welcome will be hearty,
So please be sure to come.

So ran the little verse on a neat, two-color invitation card sent out by the Japana Gift Shop, Grand Haven, Mich., early in April, upon the occasion of its first anniversary. The card announced that the party would last from 2:30 until 10:00 p. m. on Saturday, April 8.

This is one of many means taken by Mrs. M. V. Garnsey, its owner, to bring the Japana Gift Shop to the favor-



Attractive interior of Japana Specialty Shop at Grand Haven. This store knows how to use unique advertising effectively.

able attention of the public. New and interesting promotion plans are constantly used to make this shop known and liked.

To select a gift for the graduates of local schools, especially girl graduates, is no easy task. This year Mrs. Garnsey gave the girls a "night set," consisting of glass cover and tray. In various ways she found what color each girl most enjoyed, and then decorated each gift accordingly. Each boy graduate was given an Eversharp pencil.

In addition to these gifts, a very attractive card of congratulations was sent to each graduate—not a "stock" card, but one specially written and printed for the occasion. The last paragraph read: "By this small token know that we believe in you and your usefulness to your country." The card bore the signature of the Japana Shop.

The result of all this, of course, is to make firm friends of the growing generation.

Private Showings

Attractive printing and distinctive borders and neat designs are used to make the various cards attractive. For instance, the invitations to private showings are printed on fine quality cardboard, in two colors, with a simple illustration to give tone to the card. A recent invitation read:

"You are respectfully invited to inspect a private showing of ———— on ————. As only a few invitations are sent out, we trust that you will be able to avail yourself of this opportunity to look over this line and make selections should you find what you desire."

Mrs. Garnsey tries to make her newspaper advertising distinctive. For instance, in advertising "Timber Tots," which are little hand-painted doll figures for gift purposes, she ran a cut of a "Timber Tot" accompanied by a poem—just a few lines to make people anxious to see the dolls and own one.

A "registration book" is one of the features of the Shop. Just inside the door the visitor finds a large blank book placed, open, on an attractive stand. In it all visitors are asked to write their names, so that announcements may be sent them. Many of the names are those of visitors from nearby towns, proving that the Shop draws from a wide territory.

The Japana Gift Shop carries many items in glass, china, lamps, baskets, etc.

IMPORTERS FROM GERMANY SEEK MEANS TO ENFORCE CONTRACTS.

A news dispatch from Berlin states that the American, British, French and Belgian governments, it is understood, contemplate associating themselves in an effort to secure protection for their business men from the constant interference with contracts by the German export control authorities, which makes dealings with German manufacturers and exporters a highly precarious affair.

It is a matter of frequent occurrence that the foreign purchaser of a bill of goods for future delivery, for which he holds a perfectly valid contract, cannot secure delivery because the export license board then declines to permit the seller to fulfill the contract unless he sets a new and far higher price.

The four powers are trying to obtain arrangements under which the contract, when originally concluded, can be submitted to a license board and the terms authoritatively vised so trouble will not arise at the time of shipment. The German government representatives insist that is impracticable, but foreign representatives maintain that without some such assurances a sound normal development of trade with Germany is out of the question.

Foreigners seeking to do business with Germany are already handicapped enough by the established German business practice of writing in contracts a clause permitting the seller to mark up prices to meet any unexpected increases in the cost of production and a court has delivered an interpretation compelling the buyer to accept delivery at the higher price.

Consul General Coffin discussed the situation with the United States Chamber of Commerce during his recent visit to America. He found them agreed that some protective action is needed against the arbitrary invasion of contractual relations between the buyer and seller by the export control authorities.

In Spite of All.

The oldest doctor in the world has just celebrated his hundredth birthday. His case is regarded as a triumph for nature over medical knowledge.—Punch (London).

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HUGE DEPARTMENT STORE FOR DAYTON, OHIO.

A recent announcement in Dayton, Ohio, that the Louis Traxler Company had leased seven floors of the proposed addition to the U. B. Building, Fourth and Main streets, as illustrated, caused a flurry of excitement. This means that Dayton will have a $2,000,000 department store, which will cover 100,000 square feet. The building above the Traxler store will be used for offices.

An extensive mezzanine floor will adorn the lower part of the building, luxuriously furnished, after the fashion of Wanamaker's of Philadelphia, and Field's of Chicago. Six high speed elevators will carry the store's patrons to all parts of the building, piloted by girls adorned in brown suits, their heads covered with army caps bearing the word, "Traxler's."

At the two entrances of the new store uniformed porters will be in evidence to assist customers in carrying packages to waiting automobiles or street cars.

A fleet of delivery vans will be maintained by the company solely for the convenience of the shopping public.

According to plants, construction will begin December 1, 1922, and is expected to be completed Jan. 1, 1924.

Louis Traxler, president of the company, is said to be elated over the deal, as the present store has long outgrown its size and location, where it has been housed for the past 18 years.

Among the new features of the proposed store will be a large auditorium and educational hall for the training of the employes; also a modern kitchen, lunch room and rest rooms. The store now employs over 350 people and expects to double its force when the new project is a reality.



New Home of the Louis Traxler Company, Dayton, Ohio, Which Will be Occupied in 1924; Story of Traxler's Rise Reads Like a Fairy Tale.

Like a Fairy Prince

A small store in Butler, Pa., initiated Louis Traxler into the business world in 1889, and was sold by him in 1894. He then opened a department store in Anderson, Ind., as Traxler & Westlow Co. This was sold after five years, to his partner, when Mr. Traxler went to Dayton. This was on May 1, 1899. He opened a store on the corner of Main and Fifth streets and employed 15 clerks. In 1904 he moved to the Bickham building, employing 150 people. Later he leased additional space in the Arcade market section and connected the Bickham building with the Arcade. In 1912 he leased both Arcade rotundas for selling space and increased the sales force to 350 people.

Mr. Traxler attributes his success as a merchant to his extensive campaign of advertising. He said that there was one motto that always was firmly impressed in his mind, and that was: "It Pays to Advertise."

WILL SEND SAMPLE FREE TO TOY BUYERS

Alvin L. Pepper, of Dayton, Ohio, has perfected and placed on the market an especially interesting game of baseball called PlaLeagBall. In order to stimulate interest in the game, Mr. Pepper offered to send it for one week's free trial to boys' clubs, Y. M. C. A.'s and such organizations, and as a result of this liberal offer he has received requests from over 500 various organizations requesting from one to half a dozen of the PlaLeagBall boards.

In order to prove to the toy buyer himself the interesting nature of this game Mr. Pepper will send it gratis to rated toy dealers as he knows this will result in their seeing what a winner the game is.

PlaLeagBall is a real pitching game which requires considerable skill, and is not a mere game of chance. The boards are made in two sizes, large 28x42 and small 20x27, and are beautifully lithographed in five brilliant colors. They are richly mounted and finished with artistic mouldings and brass trimmings.

Sold!

An Englishman walked into a Berlin bank, laid down a sovereign and said, "How many marks can I get for this?"

"Hi, there!" cried the manager, addressing his staff, "clear out, the lot of you. This gentleman's bought the bank."—Boston Transcript.

One Safe Bet.

Weather Expert—"When I say it's going to be fine, it's wet; and when I say wet, it's fine! They'll sack me next!"

Colleague—"Stick to local showers, old man; there must be some local showers somewhere."—The Passing Show (London).

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NEW GAME: "TREASURE ISLAND."

The game of "Treasure Island," suggested by Robert Louis Stevenson's story "Treasure Island," is just being placed on the market by the Gem Publishing Company, Cleveland, Ohio.

The game is an unusually attractive one, the colored illustrations on the game board being similar to the story. Each game is enclosed in a colored illustrated envelope showing picture of a pirate and the treasure chest. The game in itself is a real representation of a treasure hunt, starting from the central point, the Inn, in the story and passing through the various hazards, such as Barren Island, Cannibal Island, Pirates Cove, etc., and finally the goal, Treasure Island.

The game should have a good sale, as the title Treasure Island is so generally known by the public, and the book is recognized by the educational authorities and is used as a text book in many of the schools. The game, including all the necessary equipment—that is, playing cubes, wood counters, cube boxes—retails for $1.00.

TINSEL PACKED ATTRACTIVELY.

The Metal Goods Corporation, St. Louis, is featuring American Ribbon Tinsel packed in a most attractive way. A pleasing and distinctive feature of this company's product is its unique and patented Santa Claus cut-out card. This three color card is in the shape of a red brick chimney with



old Nick peeping out and a cluster of Ribbon Tinsel hanging down the chimney. An outline of a Christmas tree forms the background for the tinsel.

Mr. R. E. Grote, president of the Metal Goods Corporation, states that orders for American Ribon Tinsel are coming in freely, and it is the policy of the company to sell its product at lowest possible prices.

BOWMAN CATALOGUE OUT.

A handsome catalogue of the Bowman Associated Toy Factories has come to our desk recently. This illustrates and describes the lines of the Geo. T. Bowman Co., Bowman-Vaughan Co., Minerva Mfg. Co., and Johns Machine & Stamping Works. These associated lines include wheel toys, of many kinds, and run from children's vehicles to tiny doll carts. The Bowman all-steel coaster is shown in various colors and sizes and is one of the products in which the company takes great pride. Then there comes the line of B-H steel trains, made of cold rolled steel and enameled in attractive colors. Not to be forgotten is the extensive line of toy aluminum cooking sets, "Like-Mother's." They also come in white enamel.

CHRISTMAS TREE HOLDER AND CRIB.

The Kammers Mfg. Co. of Chicago is a new firm to enter the toy field. They are making some interesting specialties which are distinguished by novelty and beauty. Conspicuous among these is the Christmas tree holder and crib, a fine representation of the birth of Christ, which will appeal to children as well as grown-ups. This makes a very unusual store display as well as being a merchandisable item of merit.

EXPECT TOY BUSINESS TO HUM.

The A. Schoenhut Co., of Philadelphia, advises us that the outlook for the business during the next few months is good, and they look forward to very brisk business. They predict that the business to be turned out in the next six months will tax the capacity of their factory and their advice to the buyers who have not ordered yet is that they place their orders at once and take the goods as early as possible, as there is a danger that this fall there will be a repetition of 1919, when many orders were shipped short.

KOHNFELDER CAPITULATES.

They all fall sooner or later. Cupid has cornered Jake Kohnfelder on his return from his European trip and made him fess up. He admits he is engaged to Miss Gene Berry and that they will be married June 29th, 1922. Mr. Kohnfelder is buyer for the china, housefurnishing and toy departments of Kaufmann & Baer Co., Pittsburgh. We certainly wish him well.

New Ideas in Play Balls.

Inflated rubber play balls that kids can stand, fall or roll over, with beautifully colored inlaid designs that don't crack, chip or come off in baby's mouth, is one of the newest discoveries in the laboratories of the Miller Rubber Company. Under the new process the balls may be made in any shape or color, ranging from the most brilliant red and blue to the deepest blues and purples.

The brilliancy of the new colors is a most significent triumph of American science. A new method of manufacture gives the balls remarkably high bounce and makes them practically indestructible. Nursery rhymes and animal stories are used as the theme of the pictures. Designs are inlaid in the balls like patterns in linoleum. The color is actually vulcanized in the rubber, becoming part of the ball itself. When dirty the ball can be washed with soap and water, a sanitary feature of importance to mothers.

IRVIN BACK FROM EUROPE.

Mr. Irvin of the Irvin-Smith Co. has recently returned from an extended buying trip in Germany. He brings back the usual story of a shortage of goods in that country, but states that he was able to cover all the import orders taken by the firm this year. In order to accomplish this he went into the Bavarian districts himself and secured toys direct from the small cottage manufacturers in many cases, as this was about the only way of securing certain kinds of goods. Moreover his connection with the house of Gutmann & Schffnie, one of the largest toy firms in Germany, enabled him to secure merchandise where he otherwise would have failed. Strikes among the metal goods workers has delayed the manufacture of metal toys and the destruction by fire of the largest doll head factory in Germany put a bad crimp in the doll business. Consequently goods are scarce and prices soaring.

Mr. Irvin advises buyers to buy imported goods from stock on the side, for many American buyers who are trusting to German firms to deliver goods bought early in the year will be disappointed.

The Con F. Drees Mfg. Co. advises us that their business this year looks much brighter than it has for the last eighteen months. Although they have received only a small amount of real business, yet they are receiving inquiries, and from all indications there will be a fair volume of business during the fall.

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URGES BUYERS TO INSURE THEMSELVES BY PLACING ORDERS.

C. H. Dietze, Jr., general manager of the Kirchof-Patent Co., makers of candle holders, writes at length concerning business conditions. He has the following interesting comment to make:

"At this time of year there is a natural falling off of business with the dealer and jobber, but usually we find it necessary to engage additional factory labor to increase our production sufficiently to fill our orders for very heavy June, July and August shipments and heavy shipments throughout the remainder of the year. We have been accustomed to shipping out large quantities of merchandise before June, but find that this year practically all orders call for shipment during July, August, September and October. This means that we must manufacture ahead to meet these requirements and also as much as possible to ascertain the probable volume of orders for the remainder of the year and build up our stock accordingly. If orders are not to be shipped as early as in past years we must necessarily have the merchandise ready when the customer wants delivery, and this means that our production must be pushed to the utmost and our stock rooms filled. At the present time our stock rooms are filled as customers do not want to take in the merchandise so early, and it will now be necessary to curtail production unless large quantities of merchandise move from the factory and stock rooms. As a matter of fact we have already slightly curtailed production on this account.

"We also find that a great many customers are not yet buying for fall and winter requirements and are apparently waiting for still further drops in prices. Personally after the long slack period there has been I believe that in general prices are at their lowest for the year. As a matter of fact our prices are the lowest that they have been in years, and before the end of the year I believe that there will be increased prices on most of our line, and I also believe that many other manufacturers will also find it necessary to increase their prices.

"A good many buyers are also depending upon German or other foreign merchandise, and are therefore holding up orders which otherwise would go to American manufacturers. In many cases at the last minute after they have been disappointed by European merchandise and delivery they will place their orders with American manufacturers and expect prompt delivery. This is a hardship upon the American manufacturer. Of course, he appreciates the business and as a matter of fact is glad to get it, but in most cases he cannot give proper delivery due to the late date on which the order was received.

"In further reference to the import situation, it is very unsettled and many buyers may find it necessary to buy American merchandise where they had counted upon European merchandise at lower cost. Buyers, I am sure would do far better by patronizing home industry, especially during such unsettled times, and I am sure that this would aid in bringing about business prosperity.

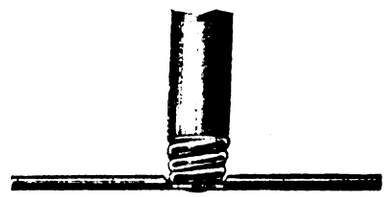
"In our case (Christmas tree candle holders and tree wire) we must ascertain in advance the approximate quantity of merchandise required for the year and carry same in stock until ordered and then shipped. We must pay our employees, we discount all merchandise bills and have a large overhead expense to meet, besides having our investment tied up in merchandise which if we continue to manufacture during times such as these we may find that we will soon have production above estimated demand and may perhaps have to carry over a large stock to the next year. If all buyers would place their orders in January, February and March we would have definite information on which to base our production schedule, and would be in a position to give much better delivery if some of our customers would take in their stock in April, May and June, especially so in view of the fact that we finance the transaction by allowing special dating of September 1st, thirty days net.

"We also desire to announce that C. H. Dietze, Sr., proprietor of The Kirchhof Patent Company; C. H. Dietze, Jr., general manager, and L. R. Dietze, assistant to C. H. Dietze, Jr., have organized a partnership independent of The Kirchhof Patent Company, which is known as the Dietze Radio Company. Offices are located at 30-32 Stirling street, Newark, N. J. The scope of the new business is manufacturing and jobbing radio equipment, also to operate retail stores and a retail mail order department. This company carries standard equipment and manufactures detectors, minerals, condenser plates, etc."

IMPROVEMENTS IN BISSELL TOY SWEEPERS.

The Bissell Carpet Sweeper Co. have made some important improvements in their popular line of toy sweepers, and in a recent letter to the trade they explain them as follows:

Although we were late in getting into the market last year with our toy line, actually unable to make deliveries before August 1st, we shipped more than double the quantity during 1921 that we ever shipped in any year since we introduced the toy line over twenty-five years ago. We expect the improvements we have made in the line will stimulate a much larger sale this year.



Chief among these improvements is the adoption of a metal handle socket in which to screw the handle similar to that of our regular domestic size sweepers. This is applied to all three of our toy sweeper models.

Special mention should be made of the improved "Little Queen." It will not only have the new handle fastening device, but will also be equipped with rubber tires on the wheels, thus raising the quality of this pattern very materially and making it the best value to the consumer on the market at its price. The improved "Little Queen" lists at $3.50 per dozen, $41.00 per gross in gross lots or more. The price of the "Little Daisy" with the new handle fastening device remains as heretofore, $2.00 per dozen, $23.00 per gross in gross lots or more. The "Little Jewel," listing at $12.00 a dozen, is something more than a mere toy; it is an effective little sweeper useful in the library, smoking room and bedrooms. This little machine has the necessary mechanical equipment to make it give service such as self-adjusting bristle brush, steel pans with regular dumping device, braid furniture protector, etc.

We urge our customers where possible to order not less than a gross of "Little Daisy" or "Little Queen" and one-half gross of "Little Jewel" as on these quantities we can make a freight allowance of up to sixty cents per hundred weight. On less than a gross of "Little Daisy" or "Little Queen" or one-half gross of "Little Jewel" no freight allowance can be made.

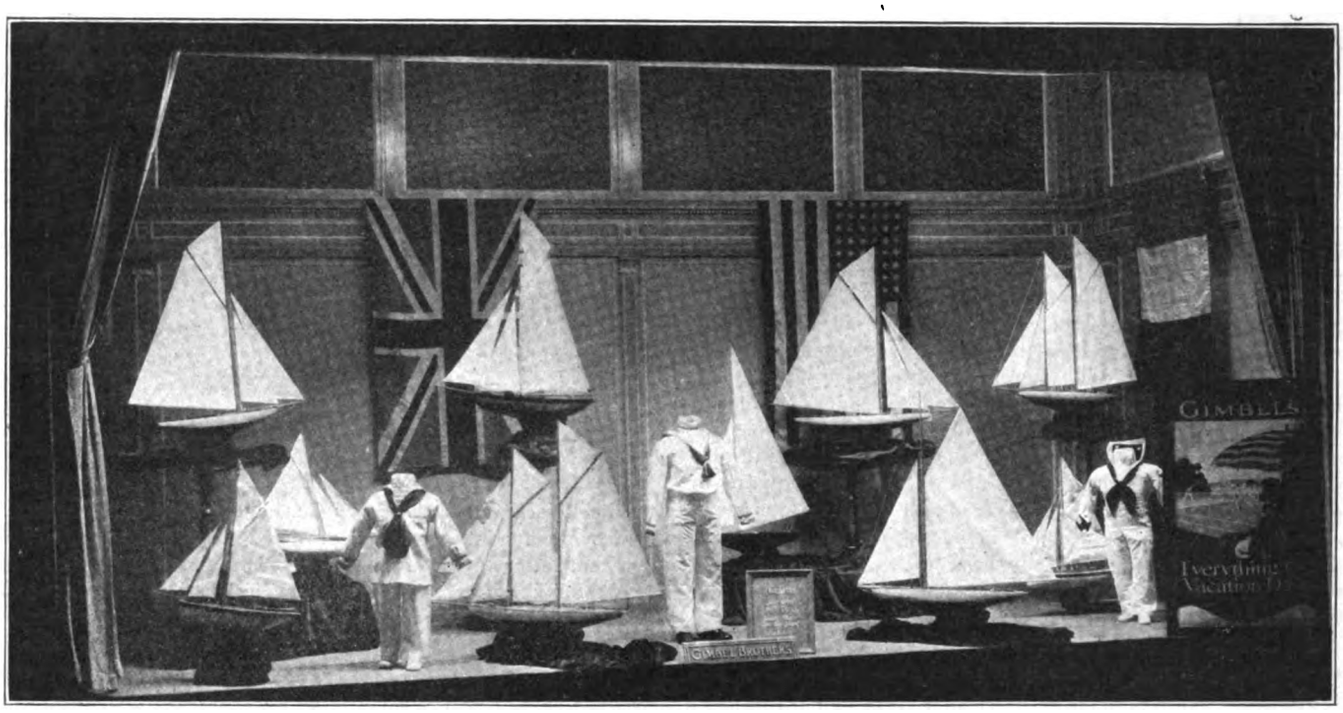
With the improvements we have made in our toy line for this season, mechanically and in point of finish, the salability of the goods will be greatly enhanced. At the established retail prices to the consumer the line will pay handsome profits.

Curing Johnnie.

"Tom," said his wife, "I don't believe you smoked one of those cigars I gave you on your birthday."

"That's right, my dear," he replied. "I'm going to keep them until our Johnnie wants to learn to smoke."—Boston Transcript.

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The window illustrated above is a display of boats made by the Ives Mfg. Corp. and installed in a window by Gimbel Brothers, New York. Seldom have toy boats had as impressive a showing as this. Flags of the United States, England and France are in the background.

Vermilionized Rubber Ball.

A vermilionized rubber ball without paint or varnish, a novelty never before seen on the American market, was announced recently by the Miller Rubber Company, Akron, Ohio. The new ball is a deep rich crimson red, the kind that is especially attractive to kids' eyes. Brilliant and non-fading, it is the last color in vulcanized rubber to be perfected by American science.

Announcement was made recently by the Miller Rubber Company of a new discovery by which vulcanized rubber may be made in any shade of color, ranging from the most delicate pink and blue to the deepest blues and purples. The new colors are a significant triumph of American science. The work begun when the nation was confronted by war conditions and embargoes on foreign colors has now been completed.

Prior to the war few colors were in the United States, and American companies were absolutely dependable on foreign sources of supply. It was not long ago, however, before the textile industry had practically solved its color and dye problem. But there was no solution in sight for the rubber maker, who had the heat problem to deal with as well.

As a consequence an addition to the research laboratory was established in the Miller factories at Akron to work out formulas for the colors most used. The whole effort at first was bent on duplicating or substituting the foreign products. In a few months the company was no longer dependent on any foreign country for the colors of its products.

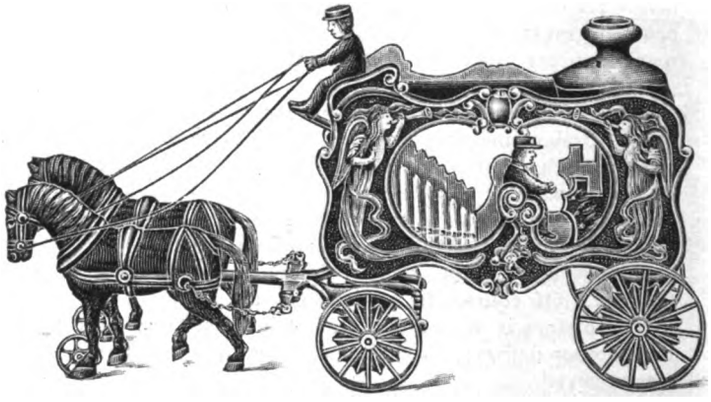
For the past year the research laboratory has been engaged in developing color combinations that hold under the action of sulphur at a temperature of over 280 degrees Fahrenheit. The color is now vulcanized into the rubber.

All Said and Done.

The speedometer said sixty miles an hour.
The constable said it was ninety.
The natives said it was a crime.
He said it was the life.
His friends said it with flowers.—The Monetary Times.

REMINDS US OF CIRCUS DAYS.

A steam calliope is the latest addition to the iron toy circus parade of the Hubley Mfg. Co. of Lancaster, Pa. It is a real calliope, too, and emits the shrill notes of the big steam



calliope that sets the blood of the small boy tingling on circus day. The noise is produced when the toy is pulled along with a string.

UNION FURNITURE EXPANDS.

The Union Furniture & Novelty Co., Warren, Pa., manufacturers of several furniture specialties, is adding 20,000 square feet to its space, which indicates an expansion in business which is very gratifying.

One of the leading products of this company is the "Kar-O-Kid," a combination crib, bassinette and play stand. It is so made that the bottom of the bed can be raised and adjusted to two heights, the higher adjustment saving the mother's back when the baby is small. The "Kar-O-Kid" can be folded when not in use and by means of a canvas bag can be carried as baggage when traveling. The object of the company has been to put this item out at a moderate price, and they claim it is the best on the market for the money.

Among other items made by this company are medicine cabinets, children's desks and chairs, and tables.

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Miss Davis and her doll family.

REES DAVIS AND HER DOLLS.

How a Former Actress Is Succeeding in the Business of Designing and Making "Different" Dolls. From an Article by Guy W. Bilsland in the Golden Rule Magazine.

Upon Miss Davis' return from the New York Toy Fair this winter, I met her—a young woman of distinctive and attractive personality, radiating vim and vivacity, and speaking through expressive gray eyes the energy of her Scotch-Irish ancestry and the enthusiasm which interest in her work inspires.

Miss Davis was reluctant to talk about herself, disclaiming any thought of being a "big success." But it was impressed upon her that not one woman in a thousand, at her age, would have had the initiative and genius to have established a business of her own, and that in the story of her ambitions and achievements there was inspiration for other forward-looking woman.

"Well, that's different. If there's anything in the story of poor, little, ambitious me to help any others, you're welcome to it. Anyway, whatever I may have done so far, I have always felt that success is just the product of right thinking and acting. Anyone can be successful if he knows himself and learns how to manage himself in the best manner.

"I was born down in Texas. Was in a convent from the time I was nine until I was sixteen; then I had a varied life of art and stage—both study and both work. When I was a kiddie in the convent I openly prayed to the God the others knew—openly and loudly I prayed to become a saintly nun. But when I was alone in my little room with the God I knew—my master of make-believe—I poured forth prayers of ambition. I wanted to be either a circus rider or a bookie at the races! Being alone with no one to sympathize with my wild dreams, placed me in a world of my own where I built castles and pretended, and these characteristics have stayed with me always.

"When I was later out in the business world I found that those dreams and idols were essential to success, but that I must back them up with work—real work and insistent desire and persistent will. Every dream can be made a realization if one works from the right angle and does so sincerely."

"My grandmother taught me to enjoy the little things in life," continued the fair lady of the dolls. "One of my earliest recollections is of making toys from potatoes and other vegetables, under her direction, and she also showed me how to get the most out of them. From my eighth year I was always contriving playthings of some kind for my own amusement, and on the stage my spare moments were utilized in designing dolls and toys for the children of some of the members of the company, with results that encouraged me to turn my attention to toys. And now I have a shop of my own where I not only can continue the play-habits and toy experiments of my girlhood, but where folks also pay me for my playing. Which isn't so different from 'play-acting' on the stage, is it?

"When I first went on the stage to play the part of a little tot with aprons and curls I did not think of it as a playground. The stage was my first work shop—I played and rehearsed, but had time to study painting and sculpture. My dressing room was my studio, and here I created grotesque dolls—then cuddly, lovable little characters, the kind babies love to hold when they go to bed.

"I took my first toys, at the suggestion of some of my friends, to the buyers of the big stores and asked for criticism and suggestions—men like Mr. MacDonald of Wanamaker's in Philadelphia; Mr. Gibson, of Marshall Field's, and Mr. Walters, of Sears, Roebuck—three great buyers for distinctively different patronage. This was a very illuminating experience. Many of my toys that appealed to me as being beautiful and artistic were revealed to the unerring instinct of the buyer as totally unsuitable as a commercial proposition. This meant the surrender of many of my ideals. It meant a greater bringing in of the commercial influence into my scheme of things—a combination of the artistic and the commercial.

"The buyers have been kind and indulgent and I regard their judgment as the first consideration in determining the commercial aspects of a proposition. The things they want and can sell are the things I want to create. I still design and make my idols of color and dreams, but they find a welcome nook in my own studio only."

There is a fine example of originality and adaptability in the manner in which Miss Davis discovered her specialty—the type of toy which makes her business unique and thus gives

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THE WORLD'S BEST



WHISTLING TEDDIES
with voices in paws or bodies.
Voice in Paws an exclusive patented feature.

STROLLING BEARS
in 3 sizes—Colors, Cinnamon or Beaver.

DANCING BEARS
IN OVERALLS
With Nose Ring and Chain.
Complete Line of Jointed Bears
10 to 26 inches high



TEDDY BEAR MUFFS
All of Best Quality Plush in
CINNAMON, BEAVER AND WHITE.

GLOBE TEDDY BEAR CO.

Largest Bear Manufacturers in the World
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that distinction which enables it to fill a field not occupied by competing toy manufacturers. It seems her pet bulldog, Princess Pat, balked one morning at all efforts to lure her into the bath. There was a rubber ball in the room that she was in the habit of playing with, and as a last resort this was thrown into the tub, the dog hopping in after it and showing every evidence of delight as the bath proceeded.

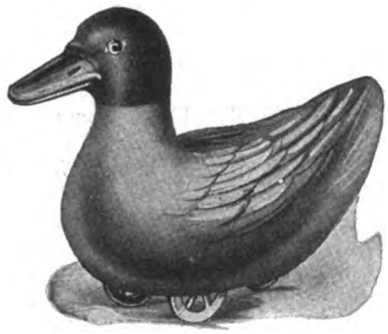
Right there came the suggestion to Miss Davis for the Big Idea! If a fractious pet dog could be made to enjoy her bath by giving her a favorite plaything, why wouldn't bathtub novelties prove equally effective with a baby? Reasoning further, and psychologically, as it were, Miss Davis remembered that a baby's first instinct is to reach and grasp. Baby play is at first chiefly play with the sense of touch; babies all and always want something to hold in their hands.

Looking around the shops and otherwise investigating, she discovered that the other manufacturers were making toys for the older children, but that the tiny little snoozer had been almost forgotten—only Japan had thought it worth while to manufacture something to amuse the kiddie in his bath.

Here was Miss Davis's opportunity, and she had the vision to see it. From the inspiration of the bathtub grew the Rees Davis family of floating toys: The Bobs Family, Bobby Bobs, Billy Bobs, Betty Bobs, and the Bobs Twins. The old Strawman is another floating member of the Bobs Family. To this line she added a line of stuffed toys, including one walking doll, called Tommy Toddles, also Humpty Dumpty, Tommy Tucker, Baby Bunting, Saucy Baby, Handsome Hans, and many others. Words can say that the toys are made of cork and rubber sponge and felt and other fabrics, and pictures can give a suggestion of the looks of these toys, but one has to actually see and handle them to really appreciate their novelty and uniqueness, and their ineffably lovable, cuddly "cuteness"—that make men smile and laugh, bring O-o-o-s and Ah-a-a-s from the women folk and cause the youngsters to go into ecstasies of delight.

Variety—Beauty—Strength—Simplicity

¶ In Dayton Friction Toys you have 24 different items to choose from. ¶ All are beautifully finished, made of heavy sheet steel. ¶ You have no come-backs for breakage because they don't break. ¶ Simplicity and strength are features of our powerful motor.



This Duck Is a Delight to the Kiddies



No. 500—Locomotive and Tender; Strong and Powerful

Send for Catalogue and Prices

See our full line of fire toys, engines, trains, animals and automobiles, illustrated in the natural colors.

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FRED K. BRAITLING



Perfection in Doll Necessities

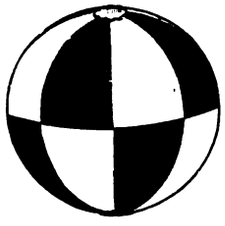
"50 Years of Knowing How"







Real Hair and Mohair Wigs in all Fashionable Styles.



Doll Shoes, Slippers, Sandals, Stockings.

HOUSE BALLS

Dolly Dimple (patented) Repair Elastics, in all sizes for restringing dolls, from 10 inches to 48 inches.

Factory

BRIDGEPORT, CONN.

New York Salesroom
200 Fifth Avenue

Where Leaders Congregate

Successful advertising and service of unequalled excellence have brought The Fifth Avenue Building to the forefront as an institution of national reputation. This advertising, which has made the building almost as well known as the famous streets which intersect before its doors, is an illustration of the unusual service enjoyed by the occupants.

The advantage of association with an address of world-wide renown has brought many of the leading firms in certain lines together under one roof—a convenience appreciated by visiting buyers. For instance, so many manufacturers of Toys and Novelties have opened sales offices in this building that it has become virtually the New York headquarters for Toys and Novelties.



"More than an office building"

THE FIFTH AVENUE BUILDING

Broadway and Fifth Avenue at Madison Square

NEW YORK

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STOCK

We are stocked with new, clean, complete lines of dolls.

When you are ready to place your order we would appreciate an opportunity to submit our samples for your inspection.

Write for our price list.



FOULDS & FREURE, Inc.

The House of Doll Hospital Supplies

83 Chambers St. **New York**

Direct Factory Representative

For 86 Factories in Germany, Czecho-Slovakia and Austria

We have exclusive sale for United States. You buy as cheaply from us as from Europe and save traveling expenses.

Send for Sample Assortments

From our warehouse here we can make prompt shipments to you. Let us send you samples from which you can make up orders.



AMERICAN BOOSTER GAME
"Helps Children in Arithmetic"
A big seller last Christmas. Our only domestic toy.

Asst. No. 1—Samples of Dolls and Toys.
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ENGINEERS BLDG. **CLEVELAND, OHIO**

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Today, more than ever, we assume the leadership, because we have assembled the greatest aggregation of Novelties and Favors ever shown in this country, and at prices that defy competition.

We have added a great deal more floor space and we believe that we now have the largest and most beautiful show place in the world devoted to the sale of Favors.

The immensely increased business we are doing shows that our efforts have been appreciated, for which we thank you.

Our display and our methods are copied, which is, indeed, sincere flattery. This is one of the penalties of leadership.

SOME OF OUR SPECIALTIES

Snapping Mottoes
Jack Horner Pies
Dressed Miniature Dolls
Candleholders
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Noise Makers
Fancy Paper Hats
Confetti
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Tricks and Puzzles

Newest Favors and Novelties for **Hallowe'en, Thanksgiving and Christmas.**

New catalog in preparation, let us put your name on file to send you one as soon as issued. We invite an inspection of our wonderful line for the coming season.

B. SHACKMAN & CO.

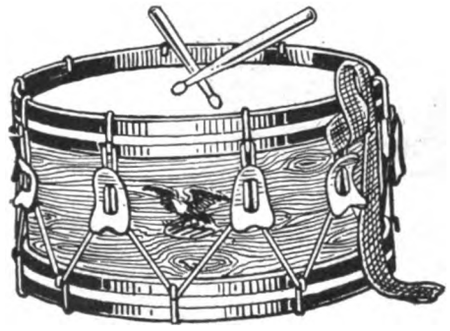
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906-908 Broadway at 20th St. **NEW YORK**

THE N. D. CASS CO., Athol, Mass.

New York Salesroom: 200 FIFTH AVENUE, Room 412

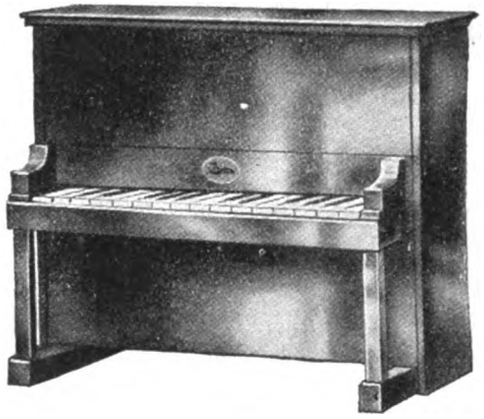
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Unbreakable **Waterproof**
Ebony Finish Sticks

Can be Tuned Like a Regular High-Priced Band Instrument.



CASS PIANOS

With Ivory Keys

Patented Construction Insures Perfect Action and Durability.

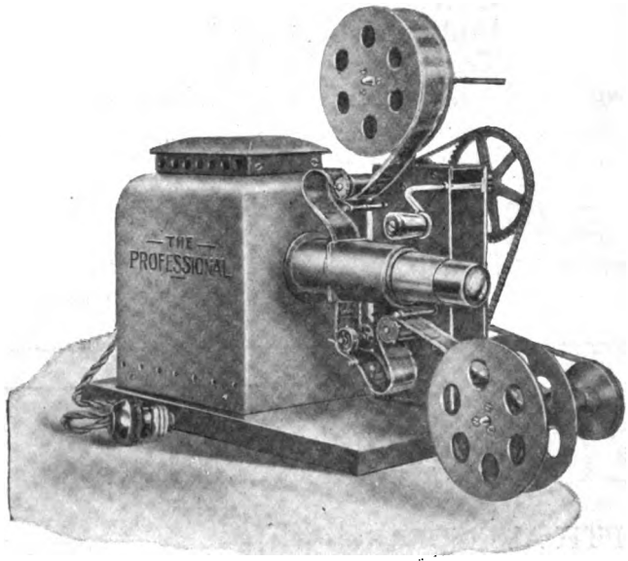
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A PROFESSIONAL
Home Moving Picture Projector
To Retail at $30.00
(Costs no more than a good grade toy machine)

When we say "Professional" we mean just that. Quiet in operation, easily operated, *flickerless* because of scientifically correct shutter, narrow or standard gauge film, approved by fire underwriters, *not an import model or an "assembled" machine but Our Own Factory's Latest Patented Product.*

(We make other models from $12.00 per dozen up.)



Base, 13 x 7 inches. Height, 13½ inches. Length, 18 inches

FEATURES

FRAME
Sheet steel. Built-up ratchet. Machine screws and nuts in a very rigid construction.

SHAFT RODS
Cold rolled steel, driving rod and crank shaft run in bronze bushings.

SPROCKETS
Built-up construction. Very rigid and strong.

SILENT CHAIN DRIVE

LAMP-HOUSE
Attractive design, rigid construction, well ventilated.

INTERMITTENT MOTION
Adjustable to take up if wear occurs.

LARGE, EFFICIENT REFLECTOR
And two large diameter, plano-convex condenser lenses.

FINISH
Body and lamp-house are dull black enamel. Shafts, rod-chain, lens tube, and film guide are nickel. Base, mahogany, highly finished.

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Here is a new 32-page booklet, just off the press, which we have prepared for free distribution among the technical men interested in finishing as well as for those engaged in lacquer departments. This booklet answers 250 practical lacquer questions and tells how every recognized difficulty can be overcome. Every man confronted with finishing problems will find this booklet a valuable reference. It will prove an asset every working day in the year.

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We have been instrumental in assisting many manufacturers to obtain better finishes at less cost. We can do the same for you.

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Bounce Ball

Biggest 50c Seller

The phenomenal demand makes this imperative.

BOUNCE BALL sells because of its many good features. The color scheme never fails to attract. It teaches the children how to figure correctly and Interests the Parents because of the skill required in playing.

"BOUNCE BALL in Every Home" is our aim.

Splendid margin of profit left between our price to you and the retail price.

Bounce Ball is on Display in
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Sold Set Up as Shown—Write for Complete Details.

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GO

is not just a device for wagering, with some metal horses moving in a straight line or haphazard.

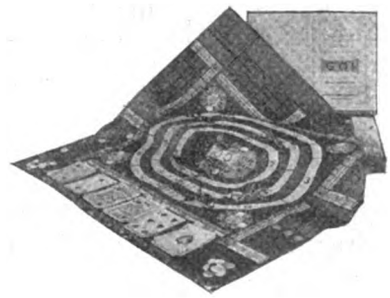
It is a REAL HORSE RACE on a REGULAR RACE TRACK.

As the starter deals the cards, the horses speed up or drop back, pass each other and fight for the pole. You play to win, for place and to show. You play on the colors of the winning horses and the time of the race.

THE GAME OF



THE MOST REALISTIC AND MOST EXCITING GAME IN THE WORLD



GO

is on sale in every large city in the United States and also on sale in Great Britain, France, South Africa, China, Canada, Australia, New Zealand, Mexico, Cuba and Argentina.

The demand is increasing rapidly and orders should be placed now, to insure prompt fall deliveries.

THE ARISTOCRAT OF GAMES—HANDLED BY THE HIGHEST GRADE STORES

MADE IN U. S. A.

RACEGO GAME COMPANY

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(*Icicles*)

'It Makes the Christmas Tree'

SILVER GREEN



GOLD RED

Packed in
ATTRACTIVE WINDOW ENVELOPES
Boxes of Two Sizes, and on Our
Celebrated Patented

SANTA CLAUS CUT OUT CARD

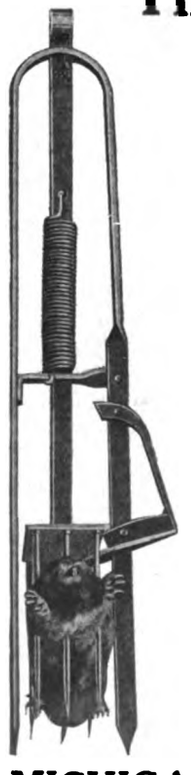


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METAL GOODS CORP.
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Buy Now
Prices Will
Not Go Down

These Reddick Wire Specialties Put the Turn In Real Turnover

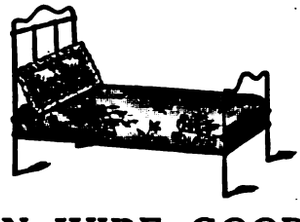


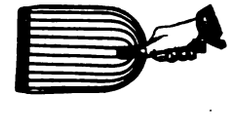
We want you buyers of toys who already know the sterling qualities of Reddick Bamboo Joint Folding Brass Doll Beds and Cradles to know the rest of the Reddick line.

We want you to know that Reddick Mole Traps with the endorsement of Dean Shaw of Michigan Agricultural College, are available to your golf clubs, cemeteries, campuses, parks and estates.

We want you to know Reddick Hand and Champion and Sholder Wire vegetable and fruit scoops, with their wide market among grocers and farmers both.

Write for additional data and prices on these fast-selling, sure-marketable wire specialties bearing the reliable Reddick trademark.

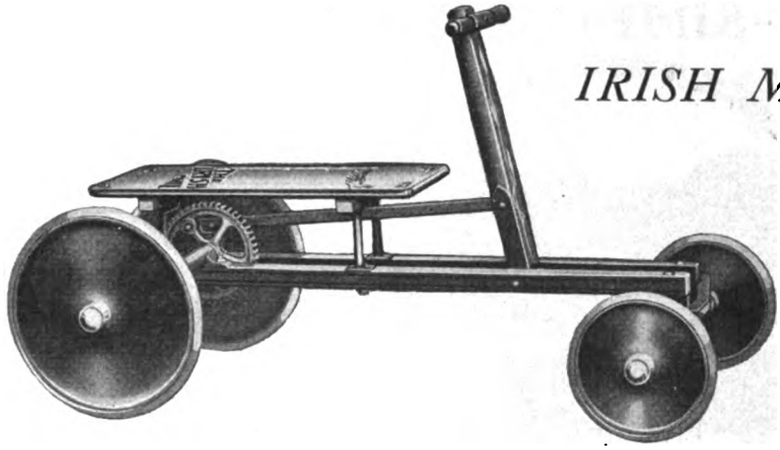






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NOW—The IRISH MAIL

with

Disc Steel Wheels

—THE UNIVERSAL HANDCAR—

HILL-STANDARD CO. ANDERSON, INDIANA

MOHICAN BALLOONS



The original, easily handled, quick sale, profit-getting side line.

Mohican Balloons are noted for their snappy, bright colors, uniformity of thickness and length of necks, and unusually high quality. They may be handled with little trouble, no comebacks and quick repeat sales.

The Mohican 1922 line offers a variety of sizes and shapes to meet every requirement and price. Quantity production guarantees you immediate deliveries.

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Descriptive catalogue, our 1922 price list, and samples gladly sent at your request. Let us prove Mohican Balloons are better.

The Mohican Rubber Co.

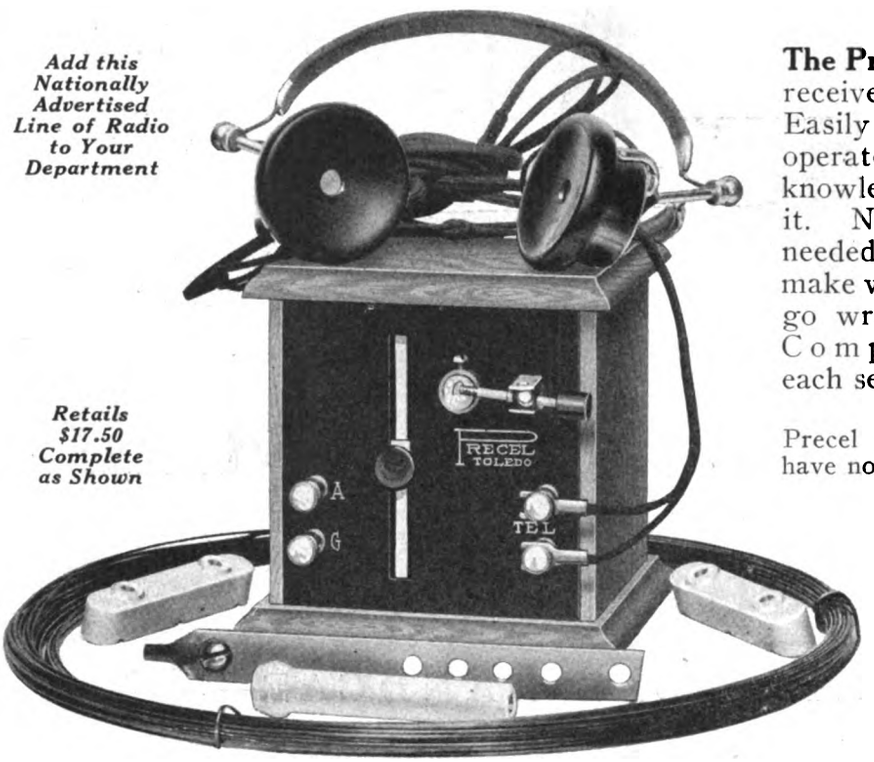
220 Miller Street
ASHLAND OHIO

Canadian Representatives, EVANS & CO., LTD., 247 St. Paul St., West, Montreal, Canada

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RADIO--SIMPLE--COMPLETE--EFFICIENT

Add this Nationally Advertised Line of Radio to Your Department



Retails $17.50 Complete as Shown

The Precel Crystal Receiving Set receives messages up to 50 miles. Easily installed and simple to operate. No previous radio knowledge is necessary to handle it. No batteries of any kind needed—only two adjustments to make when receiving—nothing to go wrong or get out of order. Complete instructions with each set.

Precel products are easily sold—you have no come-backs.

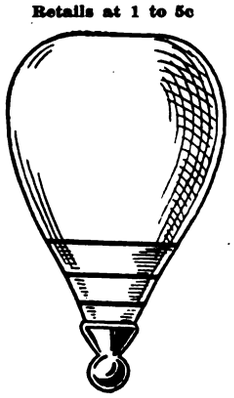
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Every piece of Precel apparatus is covered by our guarantee.
Precel products are scientifically built.

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WHIPPING—TOPS—CORD

Send for PRICE LIST OF OUR SPECIALTIES

Retails at 1 to 5c



Ball Peg Style

Whipping Top

Assorted Colors. Polished or Stained.

An Old Style revived for the little ones.

Directions: Lay on sidewalk or asphalt street and whip with rag or rope attached to a stick.

Watch It Spin.

Retails at 1 to 3c



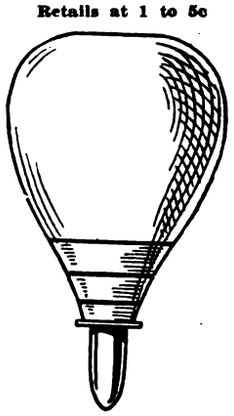
Cord Tops

Assorted Colors

Stained, Polished or Enameled

Bulk or Boxed

Retails at 1 to 5c



N. P. Peg Style

ORDER AT ONCE FOR FALL DELIVERY

ESTABLISHED 1907

F. W. PETERSON CO.

WOOD TOY SPECIALTIES

Checkers, Hockey Sticks, Noisemakers, Balls, Caddies, Game Blocks and Counters, Kite Sticks, Balloon Mouth Pieces and Forms. Special Parts and Trimmings to Order.

Mills: New York and New England States **Office and Warehouse: 18 Greene St., New York**

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Leaders All

They're "Eagle Brand" Assortments, of course.

The kiddies are won by their bright, fast colors, alluring shapes and superior strength. Dealers prefer them for their attractive sales-creating display packages, quick sales and big profits. Their universal popularity is evidenced by the fact that the demand for them keeps the largest toy balloon factory in the world working to capacity all the time.

Bulk balloons of all styles, too.
If you are not already an Eagle dealer, ask your jobber about the Eagle line.
If he cannot accommodate you write us direct.



"Dolly Dare"—The most popular balloon assortment on the market



The Eagle Rubber Co.

ASHLAND, OHIO
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The World's Largest Manufacturers of Toy Balloons



Popular Mutt and Jeff Assortment

Popular Priced 5c and 10c Assortment

Wonderful Mechanical

HULA-HULA DANCER



$18.00 Per Dozen

PATENTS PENDING

The addition of this novelty to your Doll Department will work wonders with your sales totals.

PROGRESSIVE TOY CO., Inc.

MANUFACTURERS

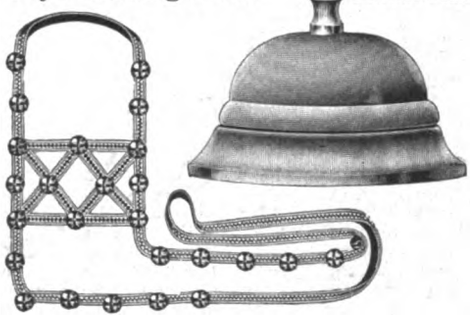
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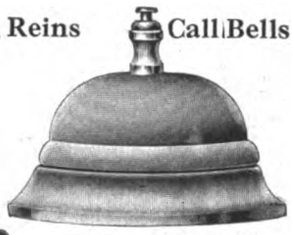
The N. N. HILL BRASS CO.

EAST HAMPTON, CONN.

Boys' Driving Reins



Call Bells



Bell Rattles



Tea Bells

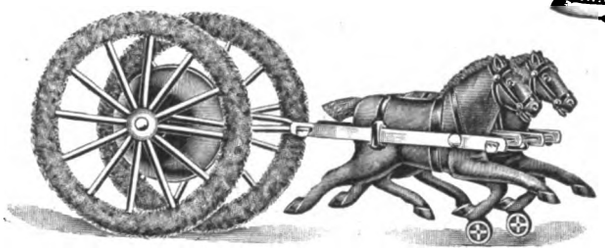


Bellphones



Patented June 13, 1922 and Patent Pending

Parlor Chimes



A Toy Desk Telephone with two-inch diameter rotary electric stroke bell and sanitary transmitter mouthpiece. All parts polished and highly nickel plated, excepting receiver, standard and mouthpiece, which are improved rubber enamel finish.

We also furnish receiver and standard Enameled in fancy colors. Underside of base covered with green felt.

Movable transmitter adjustable to any position. Connecting cord made from spring and holly green yarn interwoven.

To clean the mouthpiece simply unscrew it from the transmitter and after sterilizing in boiling water screw into position again.

Moral:—Buy the Bellphone and save the Kiddies.

Representatives: RIEMANN, SEABREY CO., 11-15 Union Square, N. Y.
GEO. P. PAINE, 718 Mission St., San Francisco, Cal.

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FIFTEEN VARIETIES

TINKER TOYS

SEE THE NEW ONES

THE TOY TINKERS · EVANSTON · ILL.

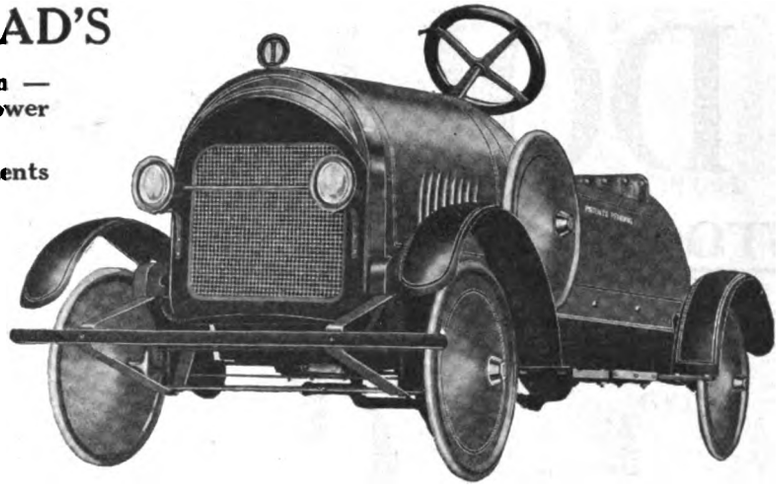
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THE CAR WITH THE ENGINE!

RUNS JUST LIKE DAD'S

The Valves Bob Up and Down —
But the Child Provides the Power
MADE IN 12 SIZES
To Meet All Price Requirements



The sensation of the New York Toy Fair, will block the traffic in front of your store.

Just connect the Free Running four-cylinder engine to any electric motor, put the car in your window and watch the result. Every youngster will want one.

The Engine, which is connected with the driving mechanism, is a replica of a regular engine with cam shaft, fly wheel, fan and fan belt, tappet valves and wired spark plugs.

ATTRACTIVE FEATURES

Gracefully designed, beautifully finished in colors, upholstered throughout, disteel wheels with rubber tires (one extra provided), ventilator in hood, bumper, wire mesh on front of radiator, gas control on steering wheel, excellent horn, gear shift, compartment back of seat, motometer, speedometer, clock, and self-starter that actually turns over the engine.

DURABLE FEATURES

Roller bearing throughout, including rear axle support and compound leverage in driving mechanism which runs 50% easier than any other car made.

Pedals adjustable for all ages.

All Cars Sold with or without Electric Lights
Order One for Your Window and You'll Order the Line

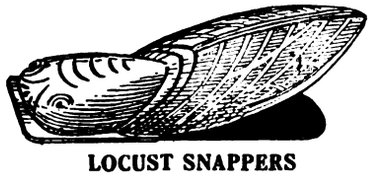
THE OHIO METAL WHEEL CO., Inc.

T. M. Vaughan, Pres. ***Full Information on Request*** **WAYNESBURG, OHIO**

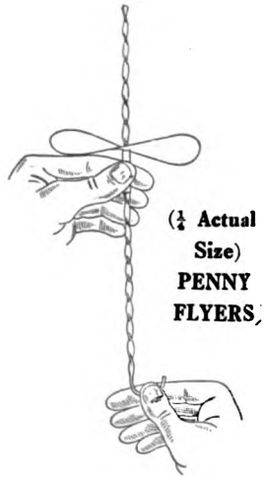
ESTABLISHED 1852



NO. 55—PEERLESS CANDLE HOLDERS



LOCUST SNAPPERS



(½ Actual Size) PENNY FLYERS

NO. 100—TWISTED TREE WIRES (½ Size)



FROG SNAPPERS

Frog and Locust Snappers Are Packed in 25 and 50 gross packages.

Did you place your order for your 1922 requirements? Prices are now at their lowest and are guaranteed against decline for the year.

Catalog, Samples and Price List Sent on Request.

THE KIRCHHOF PATENT COMPANY

30-32 Stirling Street, Newark, N. J., U. S. A.

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DOLLS AND TOYS

STOCK STOCK STOCK

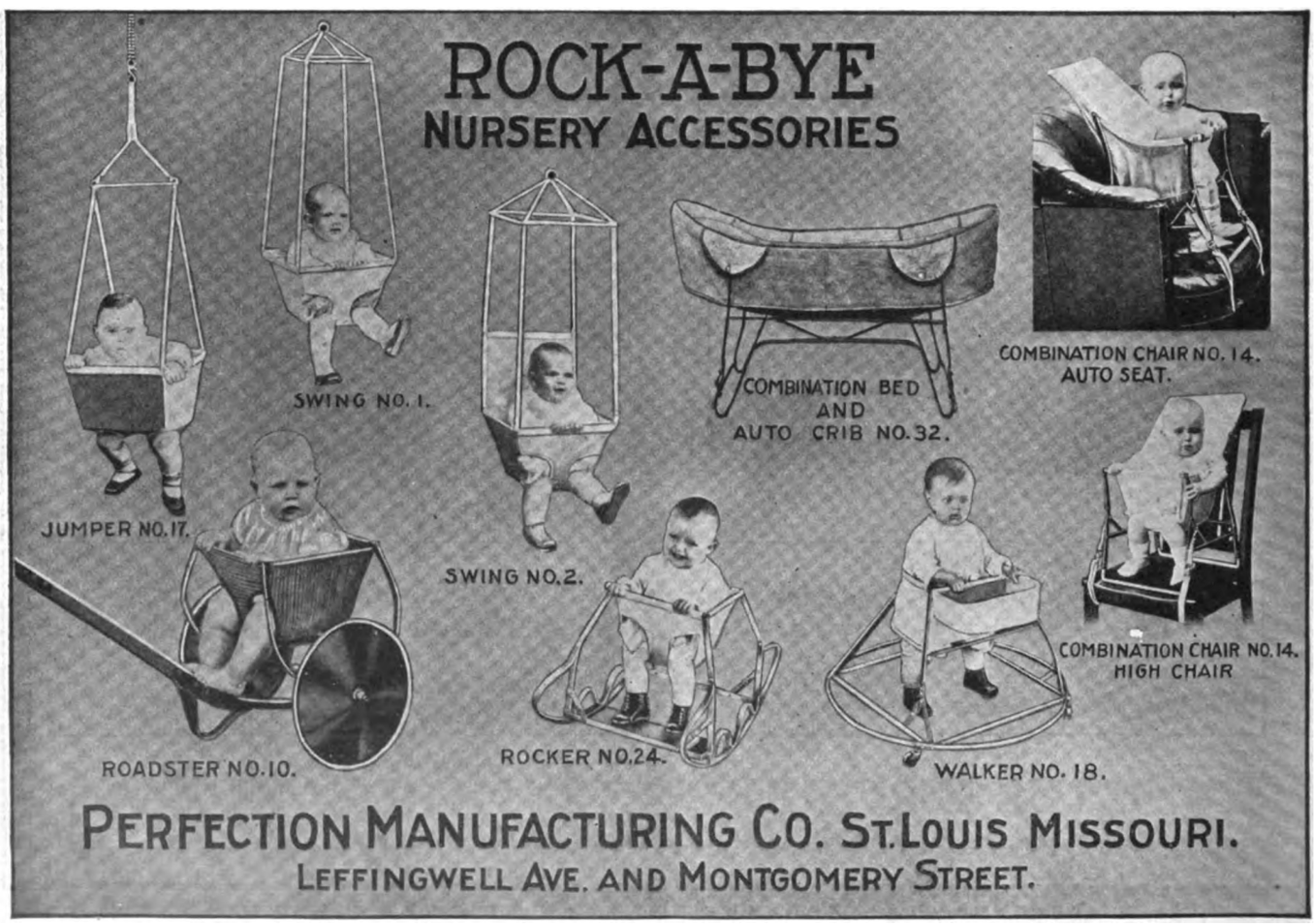
The Cleco Corporation

Importers

5 EAST 17th STREET NEW YORK

LEHMANN & COMPANY

Exporters:—NÜRNBERG, GERMANY



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N·D·Q·

BIRTHDAY CAKE CANDLE HOLDERS

LARGE AND SMALL

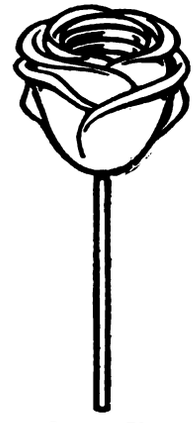
100 IN A BOX

PACKED ASSORTED OR ONE COLOR IN A BOX



Small Size





Large Size

SIX COLORS

PINK
RED
WHITE
YELLOW
BLUE
GREEN

CORRECT IN EVERY DETAIL

RECOGNIZED BY LEADING JOBBERS AND RETAILERS AS THE STANDARD PACKAGE

DISTRIBUTORS:

W. A. Duffy.....20	East Randolph St.....Chicago, Ill.	Strobel & Wilken Co..61-65	West 23rd St....New York City
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B. Illfelder & Co.....29	Union Square, West...New York City	Cardinell-Vincent Co...577	Market St.....San Francisco, Cal.
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N·D·Q· SPECIALTY CORPORATION

572-576 LIBERTY AVENUE BROOKLYN-NEW YORK

Strange Bird Captured!

It looks like a Doo-Dad or a Dodo Bird!

It subsists on air alone!

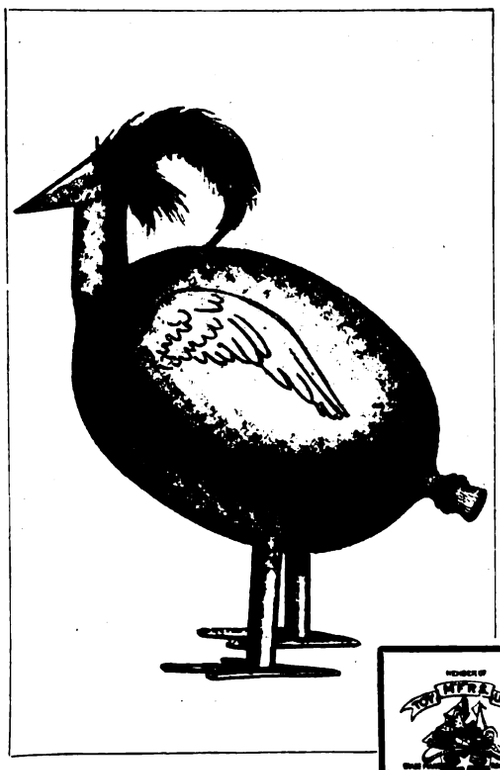
It will either cry like a baby and die when deprived of air or will live indefinitely by merely twisting its tail after feeding! Both specimens have been found in abundance. Stands 7 inches in height when full grown. Known as

The Bob-Tailed Whachamakallit

Recently discovered in the wilds of a rubber tree forest and now thoroughly domesticated.

Every youngster is crazy to get one and every youngster can have one. You can supply them at a dandy profit. In demand wherever there are children.

The latest Novelty Balloon on the market and selling faster than any ever preceding. Place a few Bob-tailed Whachamakallits on display and everybody will buy. Every day gone by without a plentiful supply of Whachamakallits is an opportunity gone for you to make some lucrative profits. Write now for particulars.



The Maple City Rubber Co.

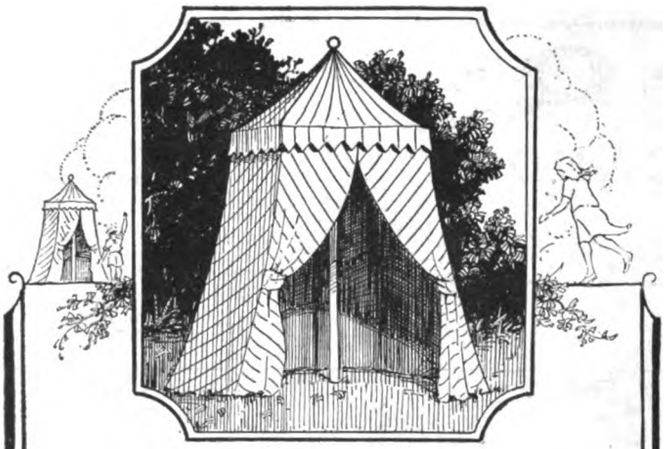
Norwalk - Ohio

"Manufacturers of Quality Balloons"

Western Office:

210 Odd Fellows Building, St Louis, Mo.

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Jobbers and Dealers!

Add the Profitable Line of

Field
PLAY TENTS
FOR CHILDREN

Parents are sold on the healthful influence of outdoor play for their children.

Field Play Tents sell readily wherever shown and will prove a profitable addition to your line. They are made of water repellent canvas in a variety of styles, colors and weights.

78 years' experience in tent building is your assurance of quality and service.

Field-Built Means Quality

Write for our new illustrated booklet

James Field & Co.
(Est. 1843)
43 Exchange St. Rochester, N. Y.





You know how disappointed the children are when the toy balloons they have bought or received as premiums burst with a "Bang" and they find themselves holding an empty stick or string. It doesn't create a very good impression, does it?

You can avoid this by selling Sunshine Toy Balloons.

For Advertising or Premiums

When you give Sunshine Balloons as Premiums or use them for Advertising Purposes yourself or sell them in large quantities to others you can be sure that you are handling the most durable balloon on the market and the children are going to be pleased.

The proof of Sunshine quality is in the Balloons. Write for samples today and test them any way you wish.

THE WOOSTER RUBBER COMPANY
South Street, Wooster, Ohio

Zellers-Stevens, Inc.
IMPORTERS

Dolls, Toys and Novelties

EXHIBITING AT

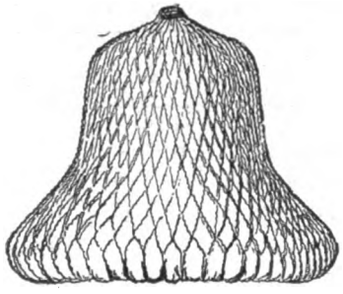
Rooms 437-439
Palmer House, Chicago
JULY 10 TO AUG. 20
In Charge of Mr. W. C. Warner

Uptown Salesroom
41 Union Square, West
Corner Broadway and 17th St.
In Charge of Mr. Ed. Steiner

Downtown Salesroom and General Office
126 Liberty Street
New York
In Charge of Mr. Henry N. Meyer

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The Beistle Line





Christmas Bells, Garlands and Cardboard Novelties.

Hallowe'en Paper Novelties

Paper Hats, Valentines

"We make them by the millions"

See full line at our New York Sales Office Room 428 Fifth Ave. Bldg.

THE BEISTLE COMPANY
SHIPPENSBURG, PA.

DODDY WALKERS
Make Dolls and Teddy Bears Walk

AN ALL YEAR SELLER



Fill the big demand for walking dolls by showing Doddy Walkers.

MADE IN 2 SIZES:—

No. 1 adjustable from 8" to 14" dolls. Retails at $1.00
No. 2 adjustable from 16" to 30" dolls. Retails at $1.50

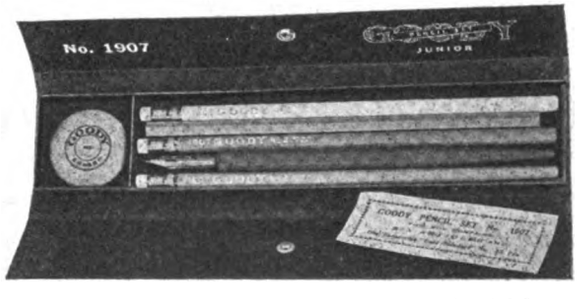
Handles detachable and collapsible. Enameled in baby blue and pink assorted.

HANLEY TOY & NOVELTY COMPANY
20 East Jackson Boulevard
CHICAGO, ILL.

Shulman & Sons
Importers-Exporters and Manufacturers Agents

473 BROADWAY, NEW YORK

"GOODY PENCIL SETS"



If the pen is mightier than the sword the pencil certainly runs it a good second. Children use pencils more now than ever before, and there are more children to use pencils. Therefore put in a good stock of "GOODY PENCIL SETS" so that you can supply the demand in your community.

No. 1907, "GOODY," Jr., PENCIL SETS
are packed in 3 assorted colors.
1 dozen to a strong carton nicely labeled.
12 dozen or 1 gross sets packed to shipping container.

No. 1906, "GOODY," Sr., PENCIL SETS
are packed in 3 assorted colors.
½ dozen to strong carton nicely labeled.
6 dozen or ½ gross sets packed to shipping container.

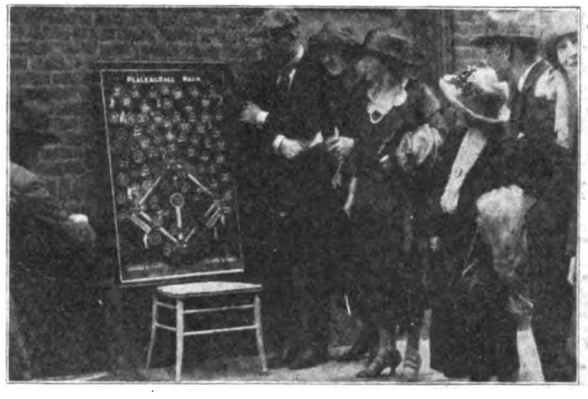
NOTE: The box, made in 3 colors of a fine Moire Cloth will outlast any cloth box on the market. The inside is lined with a special Moire design waterproof paper—colors to match. For the imprint the best Bronze Powder is used. Perfection of workmanship, good quality "Goody" Pencils, high grade Eraser, and Spencerian Pen Point makes this article superior to any of its kind in the market.

WRITE FOR SAMPLES AND PRICES

Send For Your Sample!

PlaLeag Ball

If you will play our game you will buy it
So we will send a sample to buyers free



500 Boy Scout Clubs, Y M C As, etc. have bought from one to half a dozen games proving its popularity.

A Pitching Game - Not one of chance but skill

You be the Judge - Send for sample
We know you will reorder

Alvin L. Pepper
112 W. Fifth St. Dayton, O.

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Enticing "GAME OF TREASURE ISLAND" *Fascinating*

Suggested by Robert Louis Stevenson's Story Treasure Island



The Home Entertainer for All the Family

An unusually attractive game board and container illustrated in beautiful colors, size 14x14. The game is a ***real representation of a treasure hunt,*** and not just a title used as a catch phrase to fool the public in offering just another ordinary game.

Game with complete equipment retails for $1.00
Send for sample game on memorandum bill.

GEM PUBLISHING CO. **Engineers Bldg., Cleveland, O.**



POLLYANNA

Ready to make, "You Sew It"
DOLL CLOTHES SETS
The New Outfit for Girls

Educational and Interesting, are made up in many different styles. All sizes for dolls 8 to 24 inches.

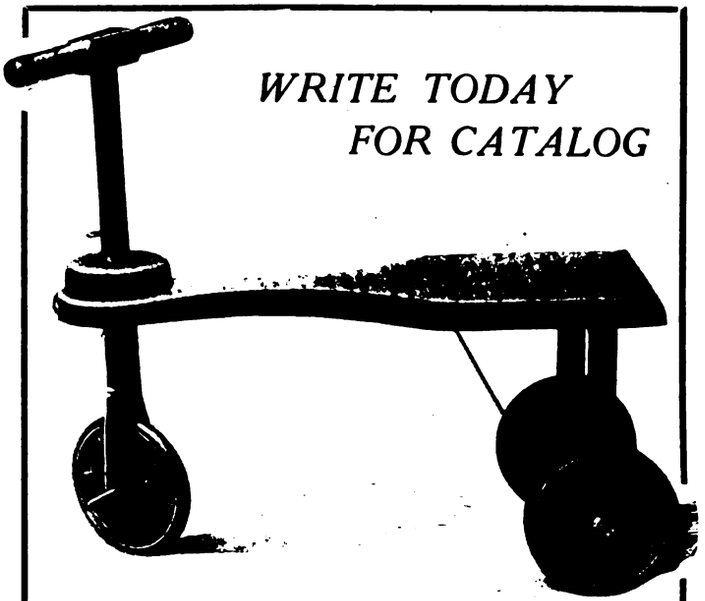
Pollyanna Ready to Make Doll Clothes Sets have been on the market nine months and over 200,000 packages sold.

Write for circular and prices or remit $3.25 for sample line.

POLLYANNA COMPANY

Exclusive Manufacturers of
READY TO MAKE, "YOU SEW IT" KIDDIES AND DOLL CLOTHES
Dept. C
1120-22 West 35th St. Chicago, Illinois, U. S. A.

WRITE TODAY FOR CATALOG



BABY CAR (3 Sizes)

Height of seat from floor 7½", 9½", 11½"
Pressed Steel Wheels, Roller Bearings
Clincher Rubber Tires ½". Iron Frame.

THE W. J. BAKER COMPANY
NEWPORT, KY.

IT WILL PAY YOU

TO COMPARE OUR LINES FOR IMMEDIATE DELIVERY OF

DOLLS **HARMONICAS** **NOVELTIES**
TOYS **FANCY GOODS**
DICE **SMALLWARES**

BAHNER, DOSCHER CO. Inc.

873 Broadway **Corner 18th Street** **New York City**
CHICAGO SAMPLES DISPLAY, 335 Palmer House

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The WONDER FISH



IF IT CANNOT BE OBTAINED THROUGH YOUR OWN JOBBER, ORDER DIRECT

SWIMS LIKE A REAL FISH

A REALISTIC TOY.

CLEVERTOYS, INC., 392 - 5th AVE. 898 - 8th AVE NEW YORK. "TOYS that are RIGHT"

BISSELL'S
Toy Sweepers



"The children enjoy This BISSELL *toy. For the dear babies Like to play ladies".*

To retail at 25c, 50c, $1.50

A few cents more in West, South and Canada

BISSELL CARPET SWEEPER CO.

Grand Rapids, Mich.

46 West Broadway New York City



Toodles is the Sandman's ally. That's why she is called a "Pillow Doll." With her big blue eyes and dainty dress of white crepe, trimmed with pink or blue ribbon, she is most appealing. She arrives in Nurseryland in a fresh dress since she travels in a sealed glassine envelope. Toodles has many interesting companions among the 34 other Rees Davis Toys.

Every number popular priced
Ask for illustrated catalog

REES DAVIS TOY COMPANY

512 So. Wabash Ave. CHICAGO



HALSAM
ROUND CORNERED
BLOCKS

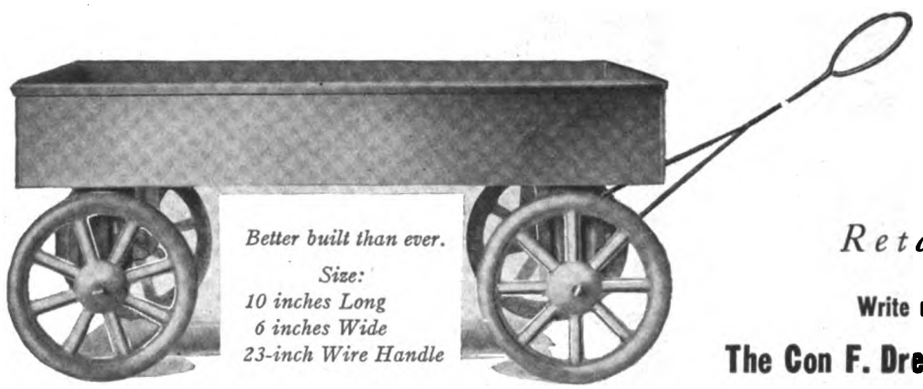


CAN'T HURT THE LITTLE TOTS

HALSAM PRODUCTS COMPANY

4114-4124 RAVENSWOOD AVENUE CHICAGO, ILLINOIS, U.S.A.

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FOR SUMMER SALES

The Little Red Wagon

For sand pile, the beach, girlies' dolls and Johnny's playthings

A FINE SUMMER SELLER

Retail 25 cents

Write now for prompt shipment

The Con F. Drees Mfg. Co. Covington, O.

A Matter of Economy

The MARTINIQUE

IS GLAD TO ANNOUNCE REDUCED RATES

SOMEONE must take the initiative in making it possible for people to travel and spend less money—now that there is less money to spend.

So, hand in hand with Hotel McAlpin which recently announced its reductions, the Martinique—just across the street and under the same management—becomes a leader in lowering hotel tariff.

This is setting an advance style, as it were, for there has not been an appreciable reduction in the cost of running a large New York hotel. If, however, the public esteems the spirit in which it is done, as much as the management of the McAlpin and Martinique appreciates its patronage, then indeed, is it worth doing.

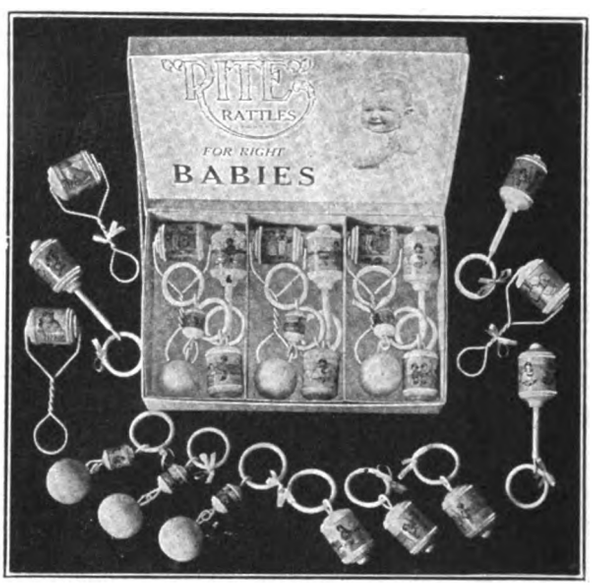
At the Martinique the new prices are: $3.50 up for room and bath; $2.50 for room without bath.

The MARTINIQUE

Broadway, at 32nd St., New York

Frank E. Jago, Resident Manager

"RITE" RATTLES FOR RIGHT BABIES



Send for $25.00 Assortment of

SANITARY RATTLES

to retail at 25c, 35c and 50c—Quick Sellers—Good Profit

Leo Morse, Inc. 119 West 42nd St., N. Y.

CHRISTMAS, EASTER, HALLOWEEN, PATRIOTIC and WEDDING

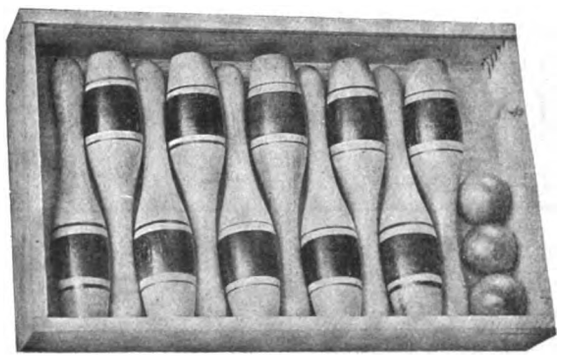
BELLS AND GARLANDS

Standard Serpentines and Confetti in Bulk and Tubes

GOTTLIEB PAPER PRODUCTS MFG. CORP.

54-56 So. Second St. *Est. 1875* **BROOKLYN, N. Y.**

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TOYS THAT BRING GOOD TIMES

BO-HO TEN PINS
Made in 3 sizes
Attractively striped in colors
Each set packed in subsantial WOODEN BOX

TRADE MARK
Wizard Bubble Blower
Blows Multiple Bubbles within Bubbles
PATENTED

Made in 2 Sizes
WIZARD retails for 10c **JUNIOR retails for 5c**
Attractive proposition to jobbers and selling agents
Write for descriptive circular and prices
We manufacture special doll and toy parts of all kinds

BOGERT & HOPPER, Inc. **71 Barclay St., New York**

Cable Address "Kelhetter" Code Used A B C 5th Edition Improved

FAVORS, TOY & NOVELTY
IMPORTING CORPORATION

31 East 17th Street, Union Square
Telephone Stuy. 9890
NEW YORK, N. Y.

You are cordially invited to visit our showrooms to inspect our large and varied lines of imported

Dolls, Favors, Novelties, Toys, Etc.

Our prices defy any legitimate competition.
Deliveries guaranteed.
Don't fail to look over our lines before placing your order.

Get Free Samples





CEEZLE WOZZLE BIRDS---ROSEY RED
BALLOONS

THESE new Rubber Toy Balloon Novelties are the fastest 10c sellers ever offered. Children and grown-ups buy them on sight. Packed in attractive individual envelopes, 36 to box. **Ask for FREE samples and prices at once.**

TOY BALLOONS OF EVERY KIND

The wonderful OAK line offers Toy Balloons of very finest quality in every conceivable color, size and design. Each balloon tested and **fully guaranteed.** They build big sales and handsome profits—write today for samples.

OAK RUBBER INFLATED BALLS
Attractive, well-made balls of "live" rubber in popular sizes, styles and colors, that retail for 10c, 15c, 20c and 25c. Good bouncers, inflated by a special process which makes them stay inflated for months. Get our samples and prices.

The Oak Rubber Co.
RAVENNA, OHIO



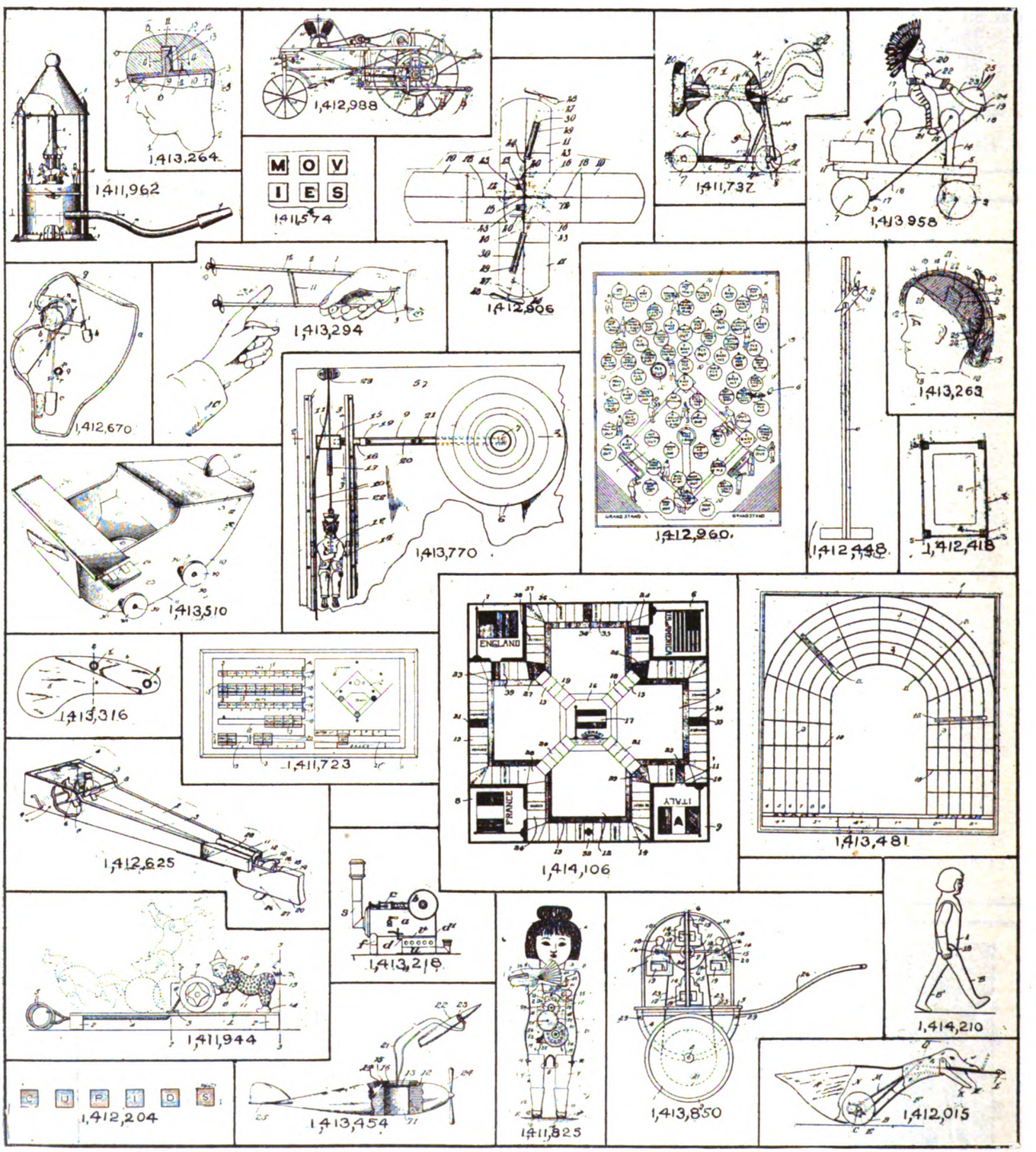
YOU WANT THE BEST
"JAXON" DOLL STANDS
(ADJUSTABLE PATENTED)
Give universal satisfaction
MADE IN SIX SIZES
WRITE FOR PRICES



J. B. TIMBERLAKE & SONS, Mfrs.
JACKSON, MICH.

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PATENTS RECENTLY ISSUED



For description see text on following pages

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RECENTLY ISSUED PATENTS

Of Interest to Toy Dealers and Manufacturers

1,413,316. AERIAL SPINNING TOY. Walter M. Bradley, New Haven, Conn. Filed Oct. 28, 1921. Serial No. 511,068. 3 Claims. (Cl. 244—12.)

2. A spiral spinning toy comprising a substantially flat flexible vane and weights applied to opposite sides at the butt end thereof.

1,413,294. TOY. John F. Sharretts, Washington, D. C. Filed Sept. 20, 1920. Serial No. 411,386. 8 Claims. (Cl. 46—14.)

1. A toy comprising a substantially U-shaped member having spaced resiliently connected arms, one of which will be vibrated when the other is struck against or by an object, and a member rotatably mounted upon the first-mentioned arm and rotatable through vibration of said arm.

1,412,906. AEROPLANE TOY. Béla Tomkay, Gary, Ind. Filed Sept. 1, 1921. Serial No. 497,591. 7 Claims. (Cl. 244—14.)

1. A toy of the type described comprising two pairs of pivoted wings extending at right angles to one another and adapted to be folded to vertical position or extended to horizontal position, means urging said wings to horizontal position, a frame element on which said wings are mounted and a projector adapted to engage the frame element, for the purpose specified.

1,412,960. BASEBALL GAME. Alvin L. Pepper, New York City. Filed Apr. 1, 1921. Serial No. 457,667. 1 Claim. (Cl. 46—61.)

A game apparatus comprising a rectangular board representing a baseball field, said board being adapted to be used in either a horizontal or a vertical position, said board formed with a raised border on its front face, having a resilient portion at one end of the board, said field bearing circles representing different plays, hooks associated with said circles, and a rubber ring separate from said board, whereby said ring is adapted to rebound and engage one of said circles when projected horizontally across said board against said cushion and thereby denote the play made by the player projecting the ring, said hooks being adapted to catch said ring when said board is used in a vertical position and said ring is thrown towards said board.

1,413,481. GAME APPARATUS. Louis La Borie, Rochester, N. Y. Filed Feb. 3, 1922. Serial No. 533,968. 1 Claim. (Cl. 46—63.)

In a game apparatus, the combination with a game board embodying a track having start and finish lines and divided into a series of paths each in turn divided into longitudinally successive spaces, of a plurality of racing units equal in number to the paths and a plurality of dice equal in number to the racing units and each having a plurality of faces also equal in number to the racing units with the faces of each die marked to indicate the respective racing units.

1,412,988. CONTROLLING MEANS FOR CULTIVATORS. Dalton K. Wilson, Waterloo, Iowa. Filed June 18, 1920. Serial No. 389,887. 7 Claims. (Cl. 97—35.)

3. In a device of the character described, carrying-wheels, a pair of dirigible steering-wheels, a main frame supported thereon, a pair of gangs mounted on said main frame by universal-joint connections, a pair of controller-beams positioned longitudinally over said gangs, having their forward ends connected operatively with said steering-wheels to change their direction of travel when the beams are shifted longitudinally, a connecting-device positioned between each controller and the gangs thereunder and loosely interlinked with both, and an olaetic member connected between each of said connecting-devices and the main frame.

1,413,263. DOLL. Paul G. Dallwig, Chicago, Ill. Filed Nov. 18, 1918. Serial No. 262,981. 8 Claims. (Cl. 46—40.)

1. A doll's head adapted to receive interchangeable wig tops, said head having an upwardly facing seat, a wig top having a downwardly facing surface engaging said seat when the wig top is applied to said head, means for guiding the wig top on said seat, and coacting means carried by said wig top and head for fastening the wig top on the head, said fastening means being readily released by grasping the wig top and removing it from said head.

1,413,264. DOLL. Paul G. Dallwig, Chicago, Ill. Filed Oct. 4, 1920. Serial No. 414,496. 7 Claims. (Cl. 46—40.)

1. A doll's head made in two separable parts, one of said parts forming the crown or top portion of said head, means for guiding the crown or top portion on the remaining part of said head, comprising a plug on one of said parts for entering a socket in the other of said parts, and coacting means carried by said respective parts and located within the outer margins thereof for releasably fastening the two together.

1,412,015. TOY. Oliver N. Howerton, East Peoria, and Ernest Starbuck, Peoria, Ill.; said Starbuck assignor of his entire right to Charles S. Hovenden, Peoria, Ill. Filed Jan. 29, 1920. Serial No. 354,967. 7 Claims. (Cl. 46—45.)

1. A top comprising a rolling support including a winding-drum, a body representing a living organism mounted upon and carried by the support, a flexible member attached at one end to the drum arranged when pulled at its other end to wind upon the said drum and extending from the same through and out of the mouth of the represented organism, and a bait attached to said member caused to be drawn into said mouth in the wrapping of the cord upon said drum.

1,411,944. TOY. Everett B. Wagner, Pittsburgh, Pa. Filed Nov. 5, 1920. Serial No. 422,031. 3 Claims. (Cl. 46—40.)

1. A member susceptible to a rocking motion on a surface, a jointed figure including a body section and end sections, one of said end sections secured to the outer surface of the rocking member and the other end section being weighted, and the weighted end section designed to swing beyond the center of the rocking member, when initial motion is imparted thereto and the figure brought to one position thereon, to further rock the said member and to halt such movement of the member when the weighted end of the figure gravitates into contracting engagement with the surface on which the member is arranged.

1,411,962. TOY. Frank Gerard Dupell, Brooklyn, N. Y., assignor to Felix G. Agresta, Brooklyn, N. Y. Filed Apr. 30, 1921. Serial No. 465,773. 3 Claims. (Cl. 46—27.)

2. A toy of the character described comprising a casing, a base for said casing, a plurality of uprights connected with said casing, a cover connected with the upper end of said posts, a shaft extending through said casing, a platform secured to said shaft, a wind operated wheel secured to said shaft, means for directing a blast of air to said wheel for rotating the same, means arranged on the platform simulating the fixtures of a carousel, an arm carried by said platform, and a bell carried by said cover adapted to be struck by said arm as it rotates.

1,411,574. Game. James Ernest Mann, Salem, Mass., assignor to Parker Brothers, Inc., Salem, Mass., a Corporation of Maine. Filed May 25, 1921. Serial No. 472,407. 13 Claims. (Cl. 46—63.)

11. A game having one or more pieces to be moved about a spaced board or the like and a series of blocks adapted to be thrown to determine the movements of said piece or pieces, each of said blocks having a single letter upon each of a plurality of faces, the letters upon the several lettered faces of each block collectively spelling a word.

1,411,723. GAME APPARATUS. Charles W. Hamel, St. Louis, Mo. Filed Oct. 28, 1920. Serial No. 420,099. 8 Claims. (Cl. 46—63.)

1. In combination with a game apparatus, a play recording board, interchangeable members arranged on said board and provided with individual marks for indicating players in their proper sequence, and objects for indicating the results of plays, said objects being referable to said members for indicating players by having individual marks which coincide with the marks on said members.

1,411,737. FIGURE WHEELED TOY. Wayne W. Leyrer, Atlantic City, N. J. Filed Oct. 20, 1920. Serial No. 418,193. 1 Claim. (Cl. 46—45.)

A figure wheeled toy comprising a horizontally disposed base, wheels for supporting said base, a body supported above said base and representing a four-legged animal and having a substantially horizontally disposed opening extending longitudinally therethrough and spaced from the base, a horizontally disposed bar extending through said opening and pivotally centrally of the opening and of the body, the rear end of the bar terminating in an integral member representing the tail of the animal being larger than the opening in the body, a detachable member carried by the other end of the bar and representing the head of the animal, a crank shaft carried by the base and operated by wheels, a connecting rod carried by said crank shaft, said connecting rod extending upwardly substantially vertically and having its upper end pivotally connected to the rear end of the horizontally disposed bar adjacent the rear end of the opening through the body member.

1,411,825. MECHANICAL GEISHA DOLL. David Zaiden, East Orange, N. J. Filed May 17, 1921. Serial No. 470,264. 8 Claims. (Cl. 46—40.)

1. In a doll of the kind described, a hollow body, a spring motor mechanism having an escapement mechanism within said body, an external movable arm-portion having a fan

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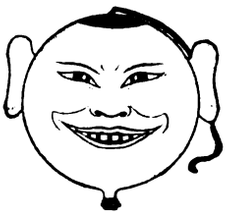
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member associated therewith, means actuated by said escapement mechanism for oscillating said movable arm portion and its fan member, and means for counter-balancing said arm-portion and its fan member.

1,412,670. SLEEPING DOLL. Franz Reinhardt, Waltershausen, Germany, assignor to Firm Kämmer & Reinhardt A. G., Waltershausen, Germany. Filed Mar. 29, 1916. Serial No. 87,479. 9 Claims. (Cl. 46—40.) (Granted under the provisions of the act of Mar. 3, 1921, 41 Stat. L., 1313.)

1. In a doll's head, eyes in the head, eyelids for said eyes, a pendulum for operating the eyelids, and means for automatically controlling the movement of the pendulum to cause it to open or close the eyelids according to the position of the head.

1,412,625. TOY SHOOTING GALLERY. James H. Nelson, Kansas City, Mo. Filed No. 5, 1920. Serial No. 421,901. 1 Claim. (Cl. 46—59.)

In combination with a troughed gallery element, having an open front end, a gun mounting comprising a base, connected to the gallery element for vertical and lateral adjustment, and having a return runway at one side and a flared shoulder at the front for directing objects from the troughed gallery element into said runway, a gun barrel on said base having a bore opening through both ends and having an opening at its breech connecting the gun bore with said runway, a spring flap at the breech end of the gun bore, a hammer adapted for striking the spring flap, and means for controlling said hammer.

1,412,418. TOY AIRPLANE. Montague Palmer, Tenafly, N. J. Filed Jan. 27, 1922. Serial No. 532,348. 8 Claims. (Cl. 244—14.)

3. The combination, in a toy airplane, of a fuselage composed of four longérons arranged in spaced quadrature, and bulkheads of flanged sheet metallic material disposed transversely thereof, the bulkheads having corner recesses for the reception of the respective longérons, and projecting portions to engagingly fold over upon the longérons having slits for the edgewise, localizing engagement of the bulkheads.

1,412,448. TOY. William Allen Camp, Hartford, Conn. Filed Nov. 25, 1919. Serial No. 340,614. 7 Claims. (Cl. 46—40.)

1. In a toy, a series of vertically spaced horizontally disposed bars, and a block having adjacent each end a transverse hole and a slot leading from each hole to the respective ends of the block.

1,412,204. GAME APPARATUS. Lee M. Derby, Minneapolis, Minn. Filed Dec. 27, 1920. Serial No. 433,140. 1 Claim. (Cl. 35—1.)

A game apparatus comprising a set of six cubes, each of the faces of any one of said cubes having different letters which taken together in a certain order spell a complete word, and all of the cubes of the set being duplicates.

1,413,454. SOUNDING TOY. Domenico Calarco, Burlington, Vt. Filed June 18, 1921. Serial No. 478,596. 2 Claims. (Cl. 46—46.)

1. In a toy of the class described, a fusiform body having an opening extending therethrough, a vibratory diaphragm stretched across said opening, balancing wings extending transversely across the top of the body and having an opening through which the diaphragm is exposed, a tail on the smaller end of the body, and suspension and operating means connected to said diaphragm.

1,413,218. TOY STEAM ENGINE. Emil Friz, Goppingen, Germany. Filed Mar. 13, 1920. Serial No. 365,678. 4 Claims. (Cl. 122—135.)

4. A toy steam engine adapted for use in a vertical or a horizontal position, comprising in combination a furnace base and a boiler connected by an inclined hinge axis whereby the boiler may be swung into either of its respective positions.

1,413,510. WHEELED TOY. Charles L. Wiggin, Neenah, Wis., assignor to Toy Company of America, Appleton, Wis., a Corporation of Wisconsin. Filed May 17, 1920. Serial No. 381,843. 5 Claims. (Cl. 46—22.)

1. A combined rocker and vehicle comprising, in combination, a pair of spaced rockers each having therein a C-slot with upper and lower extremities, a pair of wheels arranged on opposite sides of each rocker with their centers coincident with the slot, and a common axle pin for each pair of wheels extended through the slot and movable therein intermediate its ends, the slot being formed to normally retain the axle pin in either end position whereby either the wheels or rockers may be presented operatively to the floor, substantially as described.

1,413,958. FIGURE TOY. James P. Brace, Drumright, Okla., assignor, by direct and mesne assignments, of one-



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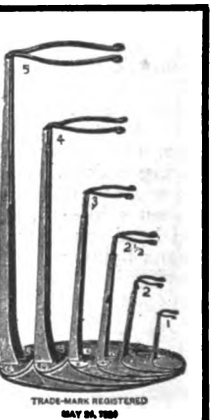
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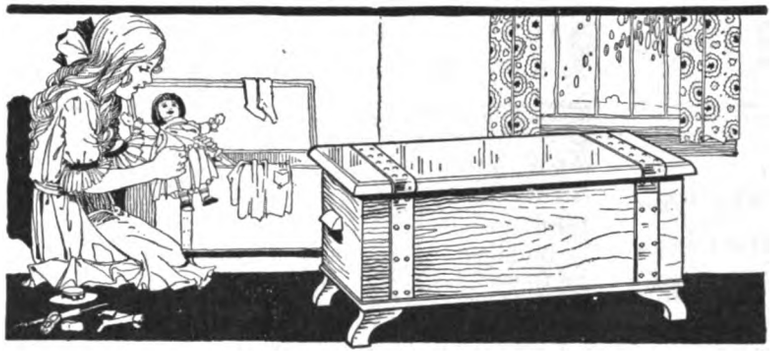
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fourth to Oliver C. Short, Drumright, Okla., and one-fourth to Andrew N. Boatman, Okmulgee, Okla. Filed Jan. 10, 1921. Serial No. 436,213. 1 Claim. (Cl. 46—45.)

A figure toy comprising a wheel supported base, one pair of said wheels being mounted on a crank, a body member having one portion thereof secured to the base, the remaining portion of said body member being pivoted to the stationary portion of said body member, a rod connected at one end to the crank of the axle, the opposite end of said rod being extended at right angles and through the forward end of the movable portion of the body member, a second body member movably mounted on the first mentioned body member, said second mentioned body member having arms projecting therefrom, the ends of said arms being mounted on the last mentioned end portion of the rod, stops carried by the forward end of the first mentioned body member, said stops being adapted to engage the arms of the second mentioned body member to hold the second mentioned body member in spaced relation to the first mentioned body member and beyond one end of the base.

1,413,850. TOY AMUSEMENT WHEEL. Frederick T. Harlan, Plainview, Ill., assignor of one-half to Edward J. Ratz, Plainview, Ill. Filed May 2, 1921. Serial No. 466,072. 1 Claim. (Cl. 46—45.)

A wheeled toy, comprising a horizontal platform; ground wheels on which the said platform is mounted; two vertical supporting standards carrying bearings and rising from said platform; a miniature amusement wheel composed of a horizontal shaft mounted to revolve in said bearings of said standards; a pair of disks having radial arms fixed opposite each other and providing a car space between them; U-shaped passenger guards having their pintles pivotally mounted in bearings in the outer ends of the said radial arms; swinging cars mounted to swing loosely upon the end pintles of the said U-shaped passenger guards; a tongue or handle for pulling or pushing the toy along a supporting surface; means for driving said amusement wheel from one of said ground wheels when the toy is pulled or pushed upon a supporting surface; and a series of combined guards and braces rising from said platform and arranged to extend on all sides beyond the movable parts of said amusement wheel to protect the movable parts from injury when the toy is accidentally tipped over or allowed to fall in any direction upon a hard object.

1,414,106. Game. Herbert E. Wenrich, Berwick, Pa. Filed Mar. 23, 1921. Serial No. 454,632. 3 Claims. (Cl. 46—63.)

1. In a game, a diagram comprising a plurality of marginal camps representing different countries, a central fortress representing an objective country, a battle ground surrounding the objective country, each of the camps having a gate leading to the battle ground, the battle ground being divided into spaces, roads leading from the battle ground to the objective country, the road being divided into spaces, the first space of each road being colored to indicate the country which it represents, a set of men for each camp adapted to be moved over the spaces, and means manually operated to indicate the number of spaces for moving each one of the men.

1,413,770. TARGET GAME. George J. Palaith, Chicago, Ill. Filed Mar. 30, 1921. Serial No. 456,944. 1 Claim. (Cl. 46—59.)

An amusement apparatus comprising a movable support, a figure seating on said support and adapted to descend gravitationally when the support is withdrawn, means for guiding the descent of the figure, a lever engageable with the support and movable in a direction to withdraw the same from the figure, a spring engaging the support for moving the same to figure supporting position, a target having a movable bull's-eye and a lever connected to the bull's-eye and having an operative connection with the first-mentioned lever.

1,414,210. WALKING TOY. Isaac A. Rommer, Brooklyn, N. Y. Filed Oct. 5, 1920. Serial No. 414,744. 4 Claims. (Cl. 46—40.)

1. A toy of the class described including a body, approximately parallel transverse rods rockably mounted in the body, legs at the opposite sides of said body and frictionally held to the adjacent ends of the rods to swing to a limited extent with said rods and movable to a further extent relatively to said rods to give the toy a sitting posture, and a connection between said rods so that a rocking movement of one will impart a reverse rocking movement to the other.

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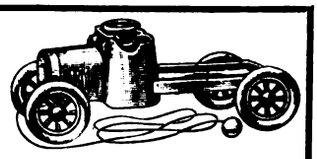


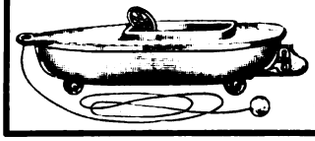
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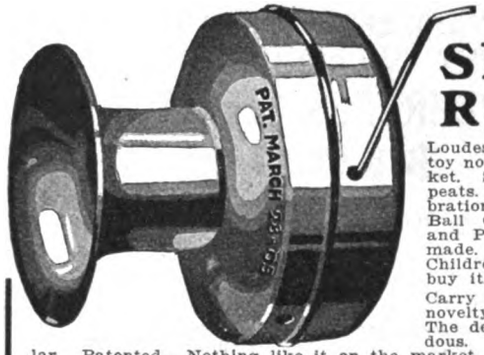
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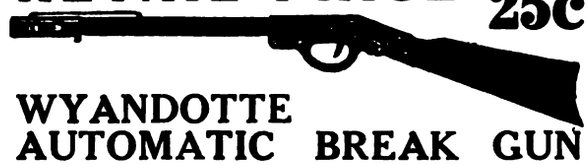
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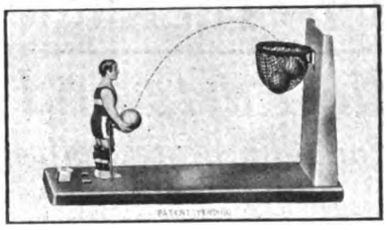
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CLEVER DESIGN
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Both for
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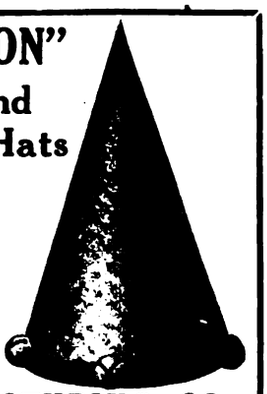


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Advertisements under this heading are five cents per word payable in advance.

MANUFACTURERS: An active selling agent for New York territory desires one or two good factories. Can hand you business from jobbers, syndicates and department stores. Have been in connection with this class of trade twenty years. First-class references furnished. Address R. E., care of Toys & Novelties, 200 Fifth Ave., N. Y.

WANTED: Toy Salesman. An importing house located in a central state with direct connections with foreign and domestic manufacturers has an opening for an experienced and efficient salesman to cover the jobbing, department stores, premium and novelty stores in any part of the U. S. Will consider only first class men. As sole representatives of our concern. Good arrangements will be made to the right party. State in detail age, experience, territory or trade covered, and all particulars. Splendid opportunity for the right man. Address International Commission Agency, 1043 Engineers Bldg., Cleveland, Ohio.

WANTED: Toy Salesman to carry new line of juvenile books, approved and being purchased by the largest department stores in country; 15% commission. State territory covered. The Walter M. Scott Publishing Co., 648 Huron Rd., Cleveland, Ohio.

WANTED—Traveling Salesmen, with experience, to sell children's vehicles. State age, experience, nationality and references. Apply in own handwriting. Station B, Drawer 8, Toledo, Ohio.

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Fine new plant, less than year old. Located in Chicago. Capacity as high as 150,000 day. $4,750 buys it. Call, write or wire!

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John C. Turner Co., of Dayton, Ohio, reports excellent business on their new Yellow Cab toy. This is furnished power developed by the Turner inertia motion motor and is said to be taking very well with the trade.

No Escape.

One cannot evade the clutches of the advertising manager of the Muskogee (Oklahoma) Cimeter. Says he in an announcement of that journal, "If your business isn't worth advertising, advertise it for sale in the Cimeter."—Nation.

IMPORTER IN CLEVELAND.

The International Commission Agency, with offices in the Engineers Building at Cleveland, Ohio, represents eighty-six factories in Europe and carries stock on many items in America.



They act as direct exclusive factory representatives of these factories and are said to have good assortments of dolls and toys at low prices.

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Entirely new ideas.
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IONA SPECIALTY CO., Inc.
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IMPORTED AND DOMESTIC TOYS

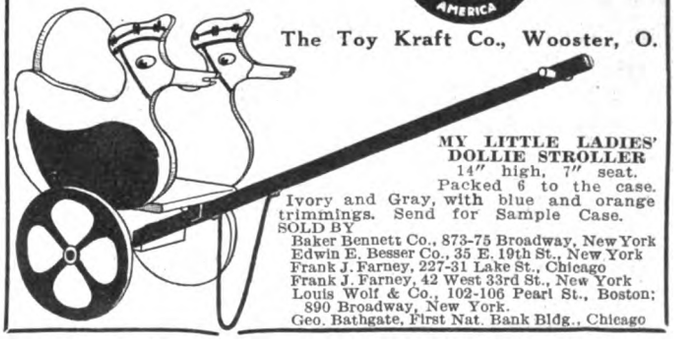
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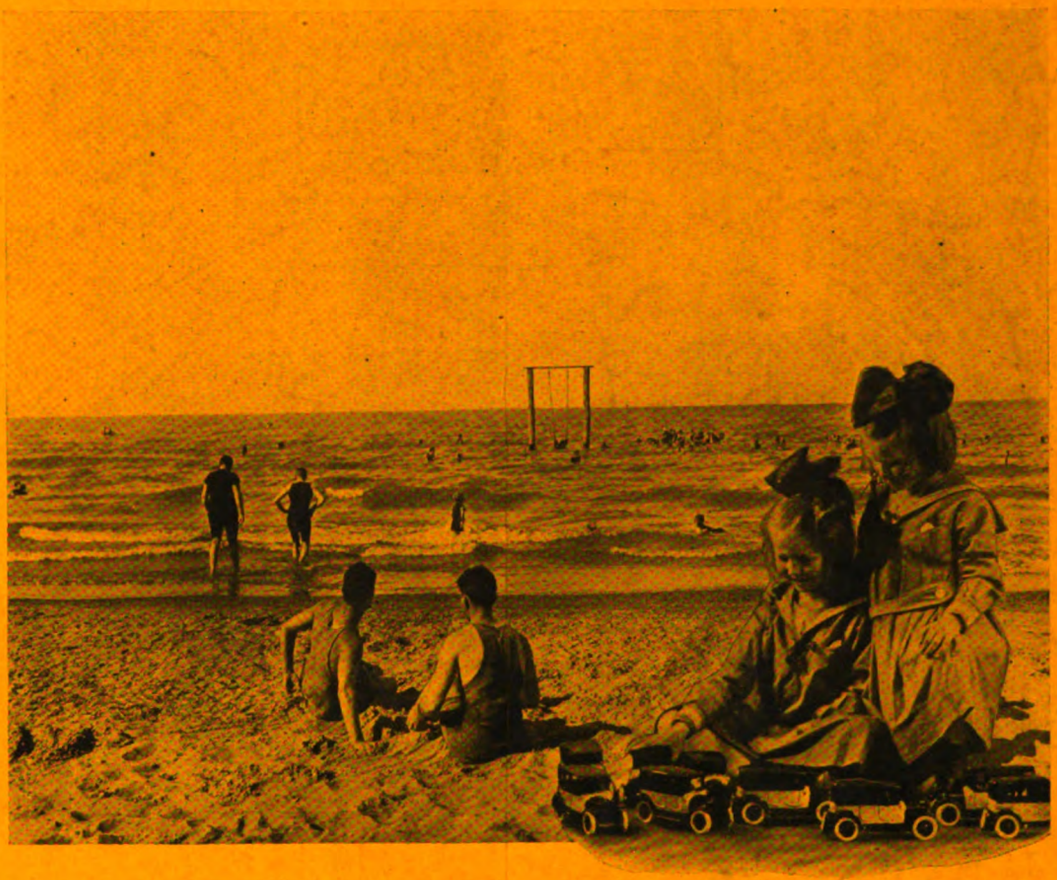
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Toy Yellow Cabs Sell Fast All Summer Long



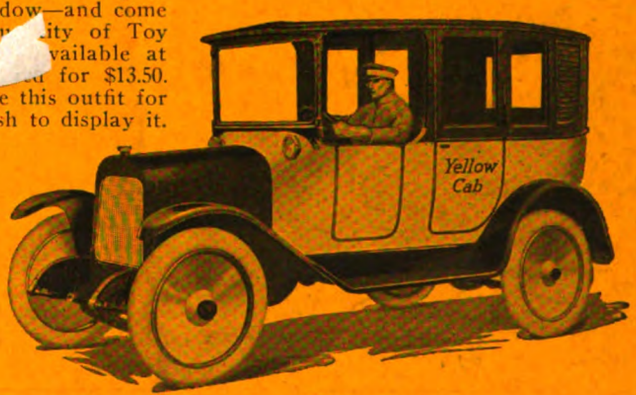
Children Want Them Singly and in Fleets for Outdoor Play in Town and Country.

Toy Yellow Cabs fit exactly the need for "something to amuse the children" when vacation days arrive. Just the thing to keep them busy in the yard at home, or on the porch, or on the beach at the summer resort.

With their attractive colors of black and yellow, Toy Yellow Cabs present an irresistible attraction to children.

Resort and souvenir stores and department stores find Toy Yellow Cabs are steady sellers to tourists. Travelers buy them for their children, or send them to the little folks at home. Good profits on a small investment for all toy dealers and department stores.

Get our Michigan Avenue window and counter display, the finest display of its kind in America. Customers crowd around your window—and come into your store. Fits any window. Set it up with a quantity of Toy Yellow Cabs, traffic cops, and "No Parking Here" signs, available at very nominal charge, complete with articles above mentioned for $13.50. From our experience we are confident you will desire to use this outfit for the holiday season, next Spring, or any other time you wish to display it.



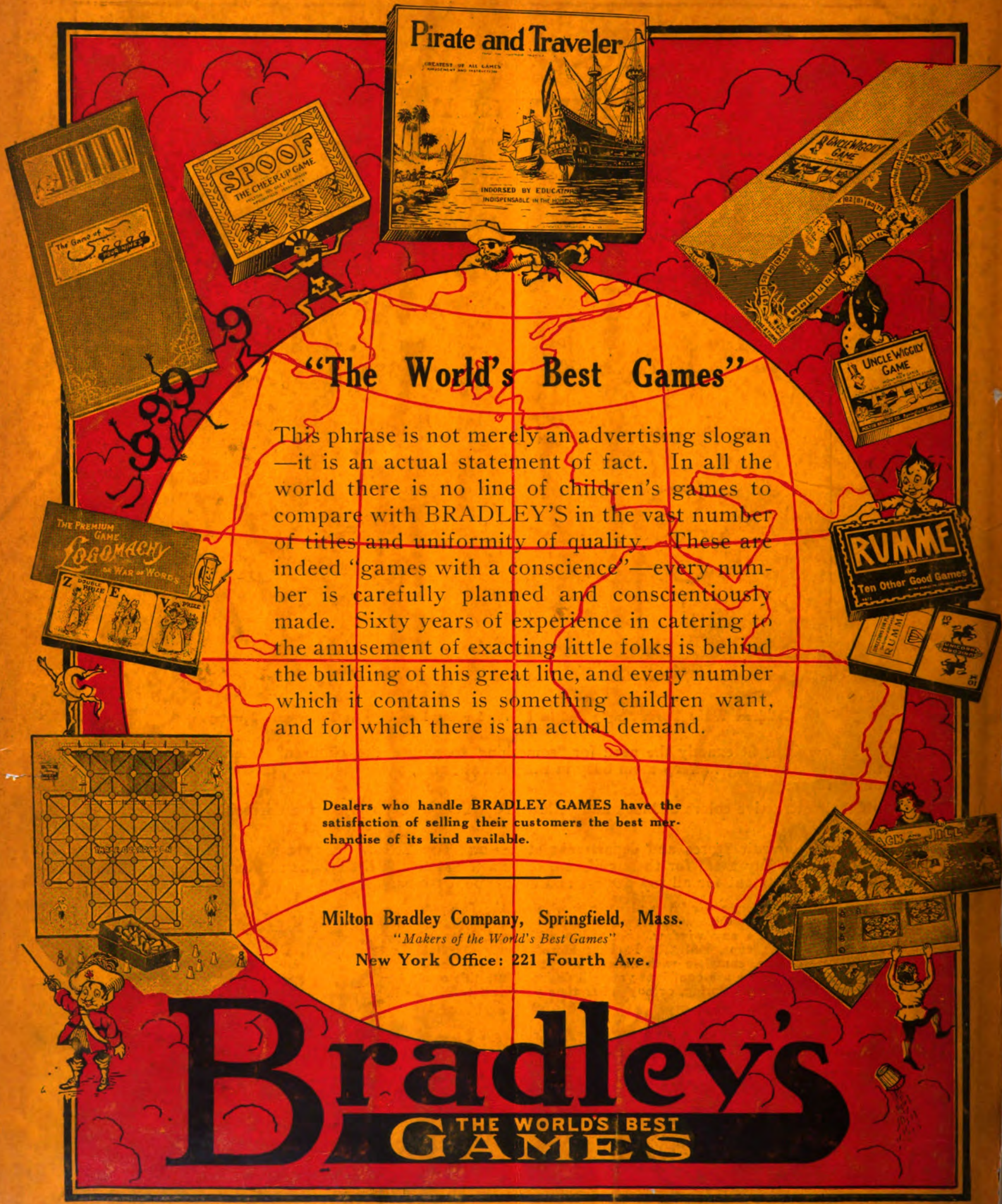
(Trade Mark—Patents Pending)

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DEPT. A., FREEPORT, ILLINOIS

Manufacturers for Over Forty Years of the Famous Arcade Crystal Coffee Mill, and Makers of the Arcade Line of Cast Iron and Novelty Toys

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This phrase is not merely an advertising slogan—it is an actual statement of fact. In all the world there is no line of children's games to compare with BRADLEY'S in the vast number of titles and uniformity of quality. These are indeed "games with a conscience"—every number is carefully planned and conscientiously made. Sixty years of experience in catering to the amusement of exacting little folks is behind the building of this great line, and every number which it contains is something children want, and for which there is an actual demand.

Dealers who handle BRADLEY GAMES have the satisfaction of selling their customers the best merchandise of its kind available.

Milton Bradley Company, Springfield, Mass.

"Makers of the World's Best Games"

New York Office: 221 Fourth Ave.

Bradley's

THE WORLD'S BEST GAMES

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